

CHEMIST & DRUGGIST

The newsw Weekly for pharmacy

a Benn publication

July 2 1983

Parallel
Importing:
Mr Town takes
legal opinion

More 'shops-
within-a-shop'
for Boots

A 'glittering
prize' from
Ovan to
Lunch Andron

Computers in
our business:
Survey to help
as help you

Christmas gifts
SPECIAL
FEATURE

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CONTENTS

Computers in your business

A survey to help us help you 3

Parallel importing

Mr Town takes legal opinion 4

Jovan to launch Andron...

... with a 'glittering prize' for
pharmacists 10

Christmas gifts

Special feature 25

More 'shops-within- a-shop' for Boots

Chemist sales show 4pc 'real growth' 39

Comment 3

Topical reflections by Xrayser 9

People 9

Counterpoints 10

Prescription specialities 35

PSGB Statutory Committee 36

Letters 38

News extra 38

Business news 39

Classified advertisements 41

COMMENT

To help you...

The Pharmaceutical Society's insistence on printed dispensing labels has led — or pushed — many community pharmacists into the world of computers. At the other extreme there are pioneers using a computer at point-of-sale, or simply a wholesaler's stock ordering system. Those employed in hospital pharmacy or the industry may already have access to a micro — or even a mini or main frame. And after work, many pharmacists may be toying with a home computer — "just for the family" of course!

Chemist & Druggist has kept pace with increasing computerisation in pharmacy through regular reviews of the available systems and first-hand reports of installations. But most pharmacists who become involved with the computer soon want to know much more about the technical and performance aspects of the hardware and software. Indeed, those who invest capital before learning the jargon frequently regret their purchases as soon as the salesman is out of the door.

That is where Benn Publications, publishers of *C&D*, plan to help, by providing services of benefit to the many trades and professions covered by the group's various journals. However, we first need to know how each subscriber sees his or her own computer future so that we can give priority to the areas that will be of the greatest value.

We therefore hope that all our subscribers will spare time to complete the questionnaire enclosed with this issue, because it will enable us to help you (a reply-paid envelope is also enclosed). The form is necessarily "general" because of the variety of the Group's subscribers, but spaces are provided in which the pharmacist can enter specialised uses such as labelling, point-of-sale data capture (POS) or patient records.

Apart from the questionnaire, we should be very pleased to hear of subscribers' own experiences in pharmacy

computerisation — especially those of anyone willing to share them with fellow pharmacists through our columns. If there is one thing computer supplies seem to have in common it is a lack of reticence about their products' performance. Any exchange of ideas by users must inevitably save money — and be to the ultimate benefit of the more trustworthy suppliers.

OTCs on TV

Brolene on television (see p10). Nothing remarkable about that — except that it is illustrative of a very healthy trend for the community pharmacist.

Over the past few months there have been many examples of the pharmaceutical industry taking a new look at pharmacies as an outlet. New sales forces calling on chemists (such as May & Baker's and Kirby-Warrick's) have been followed by new divisions committed to pharmacy-only distribution (such as that just announced by Bristol-Myers and another due to make its appearance this month).

Add to these events the efforts being made to transfer POM medicines to pharmacy sale on the pharmacist's recommendation — Imodium was the first, but Brufen and others are in the pipeline — and surely there is evidence that the pharmacist has before him a new opportunity to restore his position as the primary, and only legitimate, source of self-medication advice and products. Even the manufacturers of heavily-advertised brands have their Pharmacy-only products, and often count larger analgesics packs as an essential part of their sales.

But companies investing in the pharmacist — with advertising, reps, literature, special POS aids, better margins, outlet limitation — are taking a commercial gamble. We hope pharmacists will accept the challenge. Encouraged by the NPA campaign they should get out to meet the customer — and when a medicine is indicated, look first at the products which help keep them in practice.

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Prosecution unlikely for parallel importers

Counsel's opinion given to Mr Malcolm Town suggests that anyone parallel importing ethicals not covered by a product licence is unlikely to be prosecuted by the DHSS because of the importer's "strong chance of winning". In any case, counsel says, a parallel importer would be likely to succeed in court because of the "general attitude" within the EEC and because English law is still in conflict with the free movement provisions of the EEC Treaty.

However, with regard to product liability, counsel says the view of the Chemist's Defence Association:

"... that the pharmacist should do nothing that is likely to increase the degree of risk" is "probably a fair one".

These opinions are understood to have been given by counsel to Mr Town to clarify his position following the recommendations made in the National Pharmaceutical Association's, *Pink Supplement* (No 648). Counsel's view of the likelihood of prosecution for parallel importing ethicals without a product licence is dependent on English law remaining unchanged, there being no new EEC Directive, and on the judgment in the "De Peijper" case.

Guarantees void?

Counsel says a contract between a parallel importing wholesaler and a foreign manufacturer may be held to be illegal and therefore void — and hence the imported ethicals may not be covered by a manufacturer's warranty or guarantee — if "its performance necessarily involved a breach of the statutory requirements that all traders importing goods must have a licence.

"If, however, the terms of the contract made it possible for it to be carried out without breaking any law, it is unlikely that it would be held to be void for illegality."

If the contract was not void for illegality, Mr Town's counsel considers that it would be enforceable as between the two contracting parties, and any manufacturer's guarantee would serve to reinforce the statutory rights of the parties contained in the Sale of Goods Act, or its equivalent in the country in which the contract was made.

The only form of guarantee Mr Town is given by the manufacturers usually is a list of the numbers of the batches sold and an undertaking to inform him in writing when any are recalled. In that case,

counsel says, Mr Town would have to rely upon his basic contractual rights to damages for breach of warranty in the event of any defect emerging. "If a retailer or a consumer brought an action against you due to some harm that they had suffered as a result of the faulty goods, you would have a claim against the manufacturer in contract for the loss you had suffered as a result. The retailer or consumer who purchased goods from you rather than from the manufacturer would, however, not have any claim in contract against the manufacturer."

Resort to tort

The retailer or consumer who has no contractual relationship with the manufacturer, or with the parallel importer if the contract was unenforceable, would be able to sue in tort for compensation for the harm suffered by them as a result of the manufacturer's negligence, says counsel. "If you were sued in tort by either, you would be able to join the manufacturer as a third party. This would not be a particularly satisfactory course to follow since an action in tort, particularly against a foreign company, would be very expensive and would take a long time."

The 1976 EEC proposed directive on product liability aims to make manufacturers strictly liable for any harm done by their products, whether or not there is a contractual relationship and whether or not the manufacturer's negligence can be shown to have been the cause. If this directive were in force, counsel says, Mr Town's position would be considerably strengthened "... but the opposition appears to be fairly determined so that it is unlikely to come into force in the near future.

CDA and 'risk'

The proviso of the Chemists' Defence Association that the pharmacist and his staff should do nothing that is likely to increase the degree of risk is probably a fair one, says counsel. "They would have an arguable case that the importation of drugs without a licence did increase the risk. If the CDA did try to refuse cover to the pharmacist, or refused to pay out on a claim, it would be up to them, with your help, to show that in that specific case the risk was not increased at all."

□ Mr Kenneth Clarke, Secretary for Social Services, said this week: "We are concerned to ensure that drugs imported

into this country should be of the same standards of safety, quality and efficacy as drugs manufactured here. We are urgently considering whether additional measures may be necessary to ensure this."

NPA defends Debendox

Mr Tim Astill, director, National Pharmaceutical Association, has written to *The Times* deploring the fact that "scaremongering journalism" has resulted in Debendox being withdrawn from the market.

Britain's community pharmacists are very much concerned about the welfare of patients, he writes. "The withdrawal of Debendox will undoubtedly result in a great deal of misery and distress throughout the world. There is no other safe, effective remedy for relief of morning sickness." Few products can have been subjected to such thorough safety testing or scrutiny, yet scare-mongering journalism and the activities of a few lawyers have now removed this product from the market as effectively as if the factory had been closed, says Mr Astill.

Debendox has been available for about 27 years and used in millions of pregnancies and there is "not a single shred of evidence" that the drug increases the risk of birth defects, Mr Astill continues. "No-one can have anything but sympathy for the parents of limbless, subnormal or otherwise defective babies. It is natural that such parents should seek a reason for a tragedy for which they might quite wrongly blame themselves. We have argued and are continuing to press the Government for a system of State-funded compensation which would avoid the need for litigation and 'crusading' journalism, the cost of which have killed Debendox and have condemned many pregnant women to three or four months of near purgatory."

Mr Astill wonders if there is any newspaper prepared to weigh the evidence and campaign for the drug's return. The letter had not been published by the time *C&D* went to press.

■ A motion of no confidence in the GMSC's rural practice subcommittee on the issue of dispensing doctors was heavily defeated at the recent Local Medical Committees conference.

The motion, from Cornwall and the Isles of Scilly, proposed that the conference had no confidence in the ability of the rural practice sub-committee to represent the interests of dispensing doctors.

Fowler says expansion of NHS depends on economy's strength

Further expansion of the National Health Service must be dependent on the overall strength of the economy, Mr Norman Fowler, the Secretary for Social Services stressed in the Commons this week.

Speaking in the debate on the Queen's speech outlining the Government's programme for the first session of the new Parliament, he reaffirmed its commitment to the NHS but insisted it was not possible to "ring-fence social policy" from what was happening elsewhere in the economy.

His words were strongly re-enforced by Mr Kenneth Clarke, the Minister for Health, who maintained that account had to be taken of the cost of meeting growth in demand caused by the ageing population, medical advances, and the rising expectations of a population.

He declared that it was simply not possible "to pour resources into health care, in response to all those demands, regardless of the effect upon the taxpayer, industry, and the productive economy."

Encourage competition

The Government's intention to encourage competition from the private sector in providing catering, cleaning and laundry services for hospitals was again underlined by Mr Fowler.

He emphasised "we intend to take further steps to provide the maximum value for the money the tax payer provides by measures such as regional reviews, management enquiry and competitive tendering."

Regional hospital authorities would not be forced to use outside contractors but, where they offered cheaper services, it would be a sensible and common sense step to take.

Mr Fowler also made it clear that he believed the Government's commitment



to the NHS was consistent with encouraging more partnership arrangements with private medical schemes.

Mr Clarke confirmed that the Government will soon put forward its proposals, based on the review of the Pharmaceutical Price Regulations Scheme, for curbing the profits made by the drug companies.

Mr Clarke told Mr Brian Gould (Lab) that in 1980 the Government received rebates of £1.6m from drug companies in respect of excess profits. In the same year applications for price increases to the value of £6.8m were disallowed. He confirmed that the rate of profitability allowed to the industry as a whole, as well as to individual companies, was being examined as part of the review of the Parliamentary Price Regulation Scheme.

He also stated: "Prescription charges, in the opinion of the Government, represent a reasonable contribution to be made by those who can afford them — 70 per cent of prescriptions are exempt from any charge. The remaining charges produce 3 per cent of the total income of the NHS."

Mrs Gwyneth Dunwoody, Labour's shadow Minister for Health and a candidate for the party's deputy leadership, was unimpressed by the Government's assurances about its

commitment to the NHS. The reality, she contended, was the closure of wards, reductions in the number of hospital beds, reduced services and the under-funding of basic facilities. Mrs Dunwoody forecasts "now they will attempt to sell off the hospitals and to asset-strip the district health authorities."

'Running rings . . .'

Mr Laurie Pavitt (Labour) claimed that no profit-making business was more adept at running rings round the Government than the drug companies. "They get away with profits that amount to almost a rip-off," he protested. It was "worrying" that two of the greatest recipients — Beecham and Glaxo — were two of the largest contributors to Conservative party funds.

Mr David Crouch (Conservative), a member of a regional health authority and who again declared his interest in the drugs industry, identified the over prescribing of drugs as one of the areas where the cost to the health service could be reduced. While accepting the need to encourage private medication he warned that care would be needed in relation to its effect on the NHS. "Privatisation is not the answer to improving the NHS but it is an additional option that can be helpful," he said.

Skin cream claims under pressure

Skin cream manufacturers who make claims concerning ageing and removal of wrinkles should be prosecuted by a trading standards officer if the claims cannot be substantiated, it was suggested on BBC1's "That's Life" programme on Sunday.

The programme reported a 10-week trial in which women had used six products on one side of their face only: all reported no perceptible difference between the treated and untreated halves. None of the trialists knew which product they were using — though the one using Oil of Ulay admitted to being a user of the product.

Research dermatologist Professor

Sam Shuster was reported as commenting that manufacturers should be asked to prove their claims because the only effective treatment was to stay out of the sun or to use a total sun screen.

Consumers Association legal adviser, David Tench, suggesting prosecution, told the programme: "All you need is a retired professor of 'skinology' to say so [that the products were ineffective] and they'll all have to change their brochures."

Products used in the trial were Malinium (£21), Auraseva (£20), Progrès de Lancôme (£19), Sensils R (£12.75), Juvena Exclusive (£29.50) and Oil of Ulay.

2,000 letters

"That's Life" has now had nearly 2,000 letters from patients taking tranquillisers (C&D last week, p1153) and has received

support from MIND, the national association for mental health, which wishes to conduct a full survey among the respondents.

MIND says that until now most of the research has been carried out by the drug companies and there is need for independent data. The organisation is also providing an information leaflet to help people dependent on tranquilisers, which is to be sent out with the questionnaire.

Professor Malcolm Lader, Institute of Psychiatry, welcomed the survey and hoped it would discover why patients were put onto tranquilisers, what alternatives were offered by the doctor, how patients were monitored, the drugs' side effects and what happened when patients stopped taking them. "That's Life" hopes to report the results in its next series early in 1984.

4th July 1983

Important changes to Bricanyl[®]

terbutaline

which will affect you.

NEW



Bricanyl Nebuhaler The current Bricanyl Nebuhaler (NHS cost £7.18) will no longer be available. It will be replaced with a device known as The Nebuhaler (NHS cost £3.54), which is included on the Drug Tariff list and is fully reimbursable. The Nebuhaler will include a transparent adaptor designed to take Bricanyl[®] refill canisters. The Nebuhaler and the Bricanyl refill canister will each carry a prescription charge.

NEW



Bricanyl Spacer Inhaler The current Bricanyl Spacer Inhaler will be replaced by a new collapsible version, but will still be called the Bricanyl Spacer Inhaler. The NHS cost will be reduced from the current £7.18 to £6.46

NEW

Bricanyl Refill Canisters will be made available (NHS cost £4.96) for use in conjunction with the Nebuhaler and as a refill for the Bricanyl Spacer Inhaler.



Bricanyl Inhaler

The Bricanyl Inhaler remains unchanged (NHS cost £5.06).



Presentations BRICANYL INHALER - Metered dose aerosol delivering 0.25mg terbutaline sulphate per actuation. BRICANYL SPACER INHALER - Metered dose aerosol with extended mouthpiece delivering 0.25mg terbutaline sulphate per actuation. BRICANYL REFILL CANISTER - Canister containing 400 doses of terbutaline sulphate 0.25mg. For use with the Nebuhaler or as a refill for Bricanyl Spacer Inhaler. NEBUHALER - 750ml plastic cone with a one-way valve. For use in conjunction with Bricanyl refill canister. **Uses** A selective B₂-adrenergic stimulant recommended for the relief of allergic and intrinsic asthma, chronic bronchitis, emphysema and other broncho-pulmonary disorders in which bronchospasm is a complicating factor. **Dosage and Administration** BRICANYL INHALER - Adults and children - One or two inhalations as required, with a short interval between each inhalation. Not more than 8 inhalations should be necessary in any 24 hours. BRICANYL SPACER INHALER - The Nebuhaler is recommended to enable patients with difficulty co-ordinating conventional aerosols to derive greater therapeutic benefit. Adults and children - One or two inhalations as required, with a short interval between each inhalation. Not more than 8 inhalations should be necessary in any 24 hours. BRICANYL REFILL CANISTER - The Nebuhaler is recommended to enable patients with difficulty co-ordinating conventional aerosols to derive greater therapeutic benefit. Adults and children - One or two inhalations as required, with a short interval between each inhalation. Not more than 8 inhalations should be necessary in any 24 hours. BRICANYL SPACER INHALER - Aerosol containing 400 metered doses. BRICANYL INHALER - Aerosol containing 400 metered doses complete with extended mouthpiece. BRICANYL REFILL CANISTER - Canister containing 400 doses. NEBUHALER - 750ml plastic cone with a one-way valve. **NHS Cost** Bricanyl Inhaler £5.06. Bricanyl Spacer Inhaler £6.46. Bricanyl Refill Canister £4.96. Nebuhaler £3.54. **Further Information** Bricanyl is also available as Respirator Solution, Tablets, Syrup, Injection, Expecto-rant and Compound Tablets. **Licence Number** PL0017/0061. **Date of Preparation** April 1983. **Name and Address of Licence Holder** Astra Pharmaceuticals Ltd, King George's Avenue, Wadford, Herts WD1 7QR. **Further Information on Request from Astra Pharmaceuticals Ltd, St. Peter's House, 2 Bricket Road, St. Albans, Herts AL1 3JW**

ASTRA

Astra Pharmaceuticals Ltd, St Peters House, 2 Bricket Road, St Albans, Herts AL1 3JW

PSNI farewell to Mr Gorman

A dinner is to be held after the July meeting of the Council of the Pharmaceutical Society of Northern Ireland to mark the retirement of the secretary, Mr Billy Gorman, and to welcome his successor, Mr Derek Lawson. The July Council meeting will be held somewhat earlier than usual.

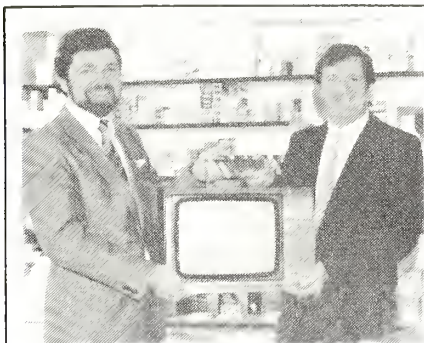
At the June Council meeting the president drew attention to the forthcoming retirement of Dr Fred Perks, head of the school of pharmacy, Portsmouth Polytechnic. Dr Perks had acted as examiner in chemistry for the Society for the statutory period of five years and his appointment had been extended because the Society's examinations were being discontinued. He had always been helpful and co-operative and showed an understanding that was appreciated by all connected with the examinations, including the candidates. Dr Perks had made many friends in Northern Ireland and accordingly a donation had been made to his retirement fund and a letter of appreciation sent. A letter was read thanking the Council for its donation.

The draft of the Society's General Regulations 1983 had been passed by the Northern Ireland Assembly and a copy would shortly be available for signing by the president and secretary and impressing of the Society's seal.

A letter from the Department of Health and Social Services was read inviting the Council to submit names for consideration when appointments were made to the Central Services Agency for a further term of three years commencing July 1. The letter pointed out that Mr O'Rourke was presently a member and that he was eligible for re-election. It was agreed to nominate Mr O'Rourke for consideration for a further term as his duties in connection with the Pharmaceutical Contractors Committee fitted him admirably for membership.

The President said representatives of the Council and of the Ulster Chemists' Association had met and agreed the terms for the renewal of the lease from the Society to the Association of accommodation in the Society's House. However, the terms agreed were under discussion by the Association's executive committee and its decision was awaited.

A letter from the Royal Society for the Prevention of Accidents was read enclosing samples of a paper dispensing bag on which were printed a number of points to be observed in connection with the storage and use of medicines. The letter suggested that the Council should consider taking steps to bring the bag into general circulation throughout Northern Ireland. A number of members pointed out that dispensing bags with somewhat similar information were supplied by the



Mr Peter Kettle (left), national sales manager, Evans Medical Ltd, presents Mr N. Hooper, Dyfed Road Pharmacy, Neath, with a colour television he won in Evans' first product programme competition. Other winners are Mr T. Lewis, High Street, Deal, and Mr G. Niven, Woodside Pharmacy, Glasgow

National Pharmaceutical Association. After discussion it was agreed to ask the Ulster Chemists Association and the Pharmaceutical Contractors Committee for their comments on the suggestion.

Mr Kerr said with Mr Lawson he would attend the meeting of the EEC Pharmacy Group to be held in Brussels on June 21. He believed the matter of free movement of employee pharmacists within the member countries was included on the agenda.

As he understood the position, should the proposals be adopted, a pharmacist who was registered in the United Kingdom would be able to open his own pharmacy in Northern Ireland. This would not be so in other countries where restrictions were imposed on the opening of pharmacies. It was agreed that the Northern Ireland Society's policy on free movement should remain unchanged, ie: that the free movement of pharmacists and control on the geographical distribution of pharmacies should be simultaneously effected.

The applications of Ruth Alexandra Glover, 84 Magherafelt Road, Moneymore, Magherafelt, co Londonderry; Alison Claire Nicol, 42 Glendale Park, Belfast BT8 4HS and Elizabeth Anne Rooney, 84 Churchtown Road, Downpatrick, co Down, for registration as students were granted.

It was reported that the following had been successful at the BSc (Pharmacy) degree final examination of the Queen's University of Belfast:

2nd Class Honours 1st Division: R.A.P. Cartmill, Miss E.M. Carvill, Miss H.A. Crown, Miss M.E. Cunningham, Miss V.E. Falconer, Miss H. Greer, S.I. Guy, Miss G.O.E. Judge, Miss C. Kealey, D.C. Macrae, Miss F.E. McBride, Miss A. Nicol, P.W. Nixon, Miss F. O'Neill, Miss E.A. Rooney, P. Wardlow.

2nd Class Honours 2nd Division: Miss B. Barr, Miss M.B. Clarke, Miss J.D. Denny, Miss I.M. Dunlop, Miss R.A. Glover, D.L. Gracey, W.S.R. King, Miss S.R. Maude, I.M. McClatchey, Miss N. Mercer-Smith, Miss R.G. Morgan, Miss G. Robinson.

Pass: J. Gilpin, Miss E. McClenahan.

PLSA system for dispensary

A computer system providing labelling facilities and incorporating as standard stock control and accounting procedures has been introduced by Gowstar. Purchase ledger, nominal ledger, cash book and VAT routines are included in the accounting package.

Hardware for the system consists of the British Micro Mimi 803 business micro, a VDU with green or amber display and the Epson FX80 printer with forward/reverse feed for easy removal of printed labels. The computer has two 400K double-sided, double density disc drives, is CP/M compatible and has a standard RS232 interface.

The labelling software comes with 1,000 drugs on file. Additional items can be added as required. Standard dosage instructions, supplied with the system, can also be amended. Cautionary labels where appropriate are automatically printed. The print program can be amended to suit most label sizes.

Stock control facilities include immediate display of any item showing stock in hand, units sold and other relevant information. PIP, Vestric and Prosper codes can be used, and on-request reporting shows all stock items that have reached re-order level. Accounting facilities include analysed cash book and bank reports, with monthly VAT return summaries, and purchase and nominal ledger routines. *Gowstar Ltd, The J.C. Albyn Complex, Burton Road, Neepsend, Sheffield S3 8BX (telephone 0742 754742).*

New Scriptwriter

Unichem's improved Scriptwriter label printer is 10 times more powerful than the original model and comes already programmed with 200 of the most commonly used drug names. Two hundred more names can be entered by the pharmacist. Fourteen commonly used words such as "tablets" or "capsules" are already programmed on Scriptwriter and these can be increased to 40. It also keeps the free-format entry facility.

The new Scriptwriter is the same size as the previous model. But it has an updated liquid-crystal display, an improved keyboard, a pill trap to stop items falling into the machine, and can now store 2,000 characters in blocks of three print lines to print dosage instructions on the label.

A reminder prompts the pharmacist to include additional cautionary advice on the label, and a search facility quickly shows if a product is known by the machine. The unit also has a built-in back-up battery.

The original Scriptwriter models can be up-graded at a cost of £200 to the pharmacist.

Sore mouth.
Now you
feel it,



now you
don't.

When a customer has a sore mouth
he wants pain relief in seconds.

So recommend he uses Medijel.

Even better, now that Medijel
gel is back on G S L, display it on
the counter. One squeeze and
he'll think you are a magician.

Medijel

Everyone deserves
a little squeeze sometime.

Welsh Executive

In the election for the Welsh Executive of the Pharmaceutical Society of Great Britain three of the four retiring members were re-elected for a further term together with **Mr Ian Phillips** of Radyr, Cardiff, who was elected for the first time.

Mr Phillips is a proprietor pharmacist with businesses in Tynant, Pontypridd and Cardiff, and the secretary of the Mid-Glamorgan Pharmaceutical Committee. He is the Welsh PSNC representative.

Mr Peter Jenkins came first in the election with 325 votes, **Mrs Marion Rawlings** second with 301 votes, followed by Mr Ian Phillips (261 votes) and **Mr D.G. Burt** (236 votes). Out of the 1,710 voting papers issued only 559 were returned (32.6 per cent) of which 10 were disallowed.

Pharmacy charity

Six-year-old leukaemia sufferer Richard Mitchell is looking forward to his first holiday thanks to £1,000 raised by pharmacist Mr Popat Shah and the staff of Pharmaco Chemists, Edgware.

It took three months to raise the £1,011. Customers to the shop were encouraged to contribute through lucky dips, donations, and even a sponsored walk organised by one customer.



Mr Popat Shah with Richard and parents Edward and Anne Mitchell

Mr Shah started raising money for good causes six years ago. Since then, assisted by his brother Mr Rapilal Shah and shop staff Patricia Sharp and Mrs Tarla Shah, he has raised £7,000 for equipment for Edgware General Hospital, "bought" two guide dogs, contributed to the purchase of a "bionic arm", and provided a battery car for a disabled person. Last year £3,000 was contributed to the Mayor of Barnet's "Treasure Chest" appeal for local charities.

His next project is to assist in buying a house for the mentally handicapped. Donations should be sent to Pharmaco Chemists, 221 Deansbrook Road, Edgware, Middlesex.

Tell him!

A couple of months ago, as I sat in my den, filing drawer open at the ready, paper in the typewriter and not a solitary sausage of an idea in sight (and I had to post the article the next day), my wife came in with a cup of tea.

"I've put it on top of the cabinet dear," she said, as I looked up thankfully. Five minutes later the cat decided to join me and leapt onto the cabinet, hit the saucer, and with a yelp of surprise as the teacup capsized into the open drawer disappeared again...and none too quickly either. I had to mop out all my files and the bottom of the drawer, and still find evidence of the accident when I least want it. Like now.

I have just been reading through the letters in last week's correspondence and have to register surprise and dismay at the outpourings of Mr Edwin C. Evens who tells us, as a newly-elected member of Council, that if he is to voice our opinions in Council he has to have them. Would we please, please, write and let him know what we want? Please... and thank you in all sincerity. Like the man on honeymoon who rang his mother and said "I've kissed

Hate?

I've had a letter forwarded privately from a pharmacist accusing me of blind hatred of Unichem. Taking me to task on a number of points where I may very well be mistaken.

Things like the distribution of ICML products, for example, which because they were restricted to particular wholesalers were not available through Unichem and so forced that company into having to make a range of their own. Asking me why I didn't take Vestric to task as they had done the same thing.

I'm checking on some of this now, but regret the writer has it wrong — for all he knows I may be a member of Unichem myself. But without being drawn on that issue, let me clear the air. In the first place I *hate* no-one. In this column I am expected, and paid, to make comment on the events which bear on me, and which may interest others.

I have no objection to buying groups, having founded one myself years ago and joined other better ones at various times. Co-operatives are attractive concepts, but what I have been trying to illustrate is the *effect* which one of them has had on pharmaceutical wholesaling. Is anyone going to tell me they are better off in terms of service, choice and freedom, let alone profit, than they were before the expansion of Unichem? There is a limit,

her, what do I do next?"

I can't believe it. But because it sounds as though enough pharmacists voted onto Council a semi-retired gentleman who doesn't even know what we want, I went to my file to refresh myself as to exactly what his supporters thought he was offering when they voted. Well of course the tea stains didn't help, but after I had managed to separate the pages of that exciting single election manifesto I discovered a photograph of a kindly man who asked for our votes on the basis of statements like: "The Society should represent our ALMA MATER, kindly but firmly guiding us in the way we should go," or "Above all we need Unity. I beg the Council, 'don't fiddle while pharmacy burns; Unite before we perish. Speak with ONE voice'."

Heap good stuff this, complete with more Latin quotations...but not one clear statement about his vision of pharmacy in five or ten years time, nor even a hint of how he would go about it. I believe he is a nice man, undoubtedly sincere in wanting to help his profession. I didn't vote for him, but reckon those who did had better do some belated home work now and write him a few letters of guidance. He's their responsibility, after all.

beyond which success becomes destructive.

Perhaps I am a softy, but I don't want to see the ultimate in efficiency, because it means the destruction of firms and people I consider as friends. I don't actually *need* to make that extra buck since I have food enough, and clothing, and a house. And what is wrong with having wholesalers who might make a profit for shareholders who might not be pharmacists? So long as they give us goods at the right price it makes little difference to us in the end where we buy.

Ownership has become an emotional thing which in this context can lead to unbalanced thinking on the lines of "I won't buy from X because I don't own shares and won't get that extra profit."

Essentially, then, our motives are of greed? But discounts for members are snatched back aren't they? So it doesn't matter where you put your money — if you have it to invest, and invest it wisely, be it in oil, or coal mines, gold or the church or property. We have all allowed ourselves to be confused I think.

All I have been saying is: stop, look and see what is happening, extrapolate the trend and see if the result is what you really want. Personally I don't think it is, because it means we will have allowed our business instincts to predominate in a way which may jeopardise our ability to fulfil our professional role with untroubled peace of mind.

Futuristic packaging and £1m support for Jovan's Andron

Andron, a pheromone-based fragrance available for two years in the USA, is due for a September launch into the UK. Jovan are not claiming to have created an aphrodisiac with this pheromone-based cologne and aftershave.

"Andron fragrances are quite simply new and exciting perfume which we believe can increase, beyond normal fragrances, a person's attractant powers," says Peter Glynn-Jones, marketing director of Jovan UK.

At more than £40,000 a kilo, alpha androsthenol — the key element in Andron — is the most expensive ingredient ever used in perfume, say Jovan. Luckily as little as six parts per million can produce a response. Other ingredients include spicy notes and a fresh and green woody background for the aftershave while a combination of florals, jasmine, tuberose orange flower and black narcissus are included in the cologne.

Available for men are aftershave (25ml, £3.95; 50ml, £5.95), talc (100g, £1.95) and deodorant (120ml, £2.25), and for women there is cologne (25ml, £3.95; 50ml, £5.95), talc (100g, £1.95) and bubble bath (250ml, £2.95). Coffrets containing aftershave and talc and cologne and talc (both £5.90) will be available for Christmas.

Packaging communicates the futuristic scientific approach of the



fragrance, say Jovan. Six-sided slanting glass bottles for the aftershave have sharp angles in contrast to the oval focus of the women's cologne bottle. Cartons are blue for men and red for women.

From mid-October advertising will run in the young people's Press and a month later breaks on Channel 4, in the cinemas and on Radio Luxembourg. In all, over £1m has been allocated to support the launch. Already available from Jovan are Musk Oil, Sex Appeal, Pagan, Pagan Man and Eau Fresh.

Win a £1,000 brooch

A diamond and sapphire brooch is the first prize in an Andron crossword competition carried in this issue (see p16). Worth £1,000, the brooch, together with a full range of Andron cologne for women and aftershave for men, will go to the first correct solution opened on July 31. Jovan, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.



used on highlighted, bleached or tinted hair. The kit retails for £4.75 and refills at £2.95. Chesebrough-Ponds Ltd, Consort House, Victoria Street, Windsor, Berks.

Rave addition for 'long lasting body'

To meet the changing hairstyling trends towards smooth full hair with lots of body, Chesebrough-Ponds are launching Rave Body Only home perm which "gives long-lasting body to the hair without curling it".

Kits comprise a foam aerosol, 34 rollers and step-by-step instructions for nine hairstyles. Rave Body Only can be

Freflo addition

A teat which closely resembles the shape of a mother's nipple is being introduced by Lewis Woolf Griptight. Made from pure latex the teat can be used on any make of wide-necked feeding bottle. To distinguish it from the standard Freflo teat display cartons and blister packs have been printed in red and yellow instead of blue and yellow. The teats (£0.25) are individually wrapped in blisters and

supplied in counter cartons of 15. Lewis Woolf Griptight, 144 Oakfield Road, Selly Oak, Birmingham 29.

Product licences for lens solutions

From July 1 all contact lens solutions must hold a product licence. The Department of Health has granted the following licence numbers to the following products: Transol 0033/0082,

Transock 0033/0083, Transdrop 0033/0084, Transclean 0033/0089, Hydrosol 0801/0001, Hydroclean 0801/0002, Hydrosoak 0801/0003, Contactasol 0801/0004, Contactaclean 0801/0005, Contactasoak 0801/0006, Solar Clean 0801/0007, Solar Preserved Saline 0801/0008.

Brolene relaunch

May & Baker relaunch Brolene eye care products this month with new packaging for their drops and a £40,000 first-ever advertising test in London and the South East area.

Advertisements will run throughout July and August in the *Evening Standard* and in London editions of *Woman*, *Woman's Own*, *TV Times*, *Radio Times*, *Readers Digest* and the *Observer* magazine.

In time for the holiday season is a May & Baker showcard, featuring the three 'A's — Avomine, Anthical and Anthisan — available direct or through the sales force. May & Baker Ltd, Dagenham, Essex RM10 7XS.

Distribution changes at Victor...

Victor Men's Toiletries have been appointed distributors for the Aquascutum range of men's toiletries. Victor Mens Toiletries, 153 Shepherds Bush Centre, London W12 8PP.

...Clinicomb...

From July 1 the distribution of Clinicomb's fine tooth metal comb will revert from Dendron Ltd, to Clinicomb Ltd, PO Box 150, Chippenham, Wilts SN15 2QN.

...International Labs...

International Laboratories are now responsible for the distribution and marketing of Potter's catarrh pastilles, Wasp-eze and Burneze. International Laboratories Ltd, Wilsom Road, Alton, Hants.

...and Sestri

Sestri (Sales) Ltd are now distributing Simpsons foot ointment and Dentifoam denture cleaner. Sestri (Sales) Ltd, Kingsend House, Kingsend, Ruislip, Middlesex HA4 7DA.

soon become extremely aware of Mycota.

Athlete's

Mycota makes Athlete's Foot disappear

It
has
won

M
STAMP

Mycota is a non-staining, anti-fungal medication, scientifically formulated to eliminate athlete's foot, and give long lasting protection against reinfection. It is the only treatment which is available in powder, cream and spray form.

Mycota

STAMPS OUT ATHLETE'S FOOT.



Mycota is the long acting, soothing, non-staining, safe treatment for athlete's foot. And, it is the only treatment available in powder, cream & spray forms.

- The fastest growing treatment for athlete's foot.
- First ever national advertising in the Daily Mail, Sun, Sunday Express, Sunday Mirror and News of the World starts 13 June.
- Campaign will be seen by 34 million people – 78% of all adults – an average of 10 times each.

**STOCK AND DISPLAY MYCOTA IN THIS COMPELLING NEW DISPLAY UNIT
AND YOU'LL SOON BECOME AWARE OF EXTRA SALES AND PROFIT.**

New discretion, with unique rounded ends.

New absorbency, the UK's most absorbent press-on.

New softness, for even greater comfort.

New convenience, even easier to flush away.

New Libra
New produ

35p
NOW EVEN SOFTER

NEW **Libra**

PRESS-ON TOWELS

10 REGULAR

40p
NOW EVEN SOFTER

NEW **Libra**

PRESS-ON TOWELS

10 SUPER

New pack.
New deal.

Sweetex pocket dispenser fills 'obvious' market gap

A one-by-one pocket dispenser of Sweetex 750 tablets launched next Monday into the £14m-plus artificial sweeteners market will, Crookes hope, strengthen the 34 per cent share the brand already holds. Packed in POS merchandisers of 24, the £0.99 pocket dispenser will receive full promotional and advertising support commencing with a £360,000 national television campaign breaking on August 8.

The one-by-one pocket dispenser is seen by Crookes as a natural development following the launch of their 1,200 tablet table-top dispenser. The flat dispenser (45 x 71 x 16mm approximately) slips unobtrusively into pockets or handbags. An audible "click" informs the user that a tablet has been released.

'Obvious gap'

"There was an obvious gap in the sweetener market for an innovation such as this," says Graham Gilbert, Sweetex product manager at Crookes Products. "We are constantly looking at ways to improve and update our packaging and believe that this has been of major importance in keeping consumer loyalty and reinforcing the brand's image."

"It is now over six years since the launch of the first one-by-one dispenser, and this type of pack now accounts for around 30 per cent of sweetener sales. The consumer obviously prefers this style of packaging and it is therefore logical that we should further strengthen our market share with this development."

The latest one-by-one dispenser of 750 Sweetex tablets (£0.99) can be dealt 'straight-from-the-hip' by this 24-pack POS merchandiser. Television support for the new pack comprises a four-to-five week national campaign starting on August 8



The company say market shares in the artificial sweeteners market now stand at (per cent): Sweetex 34; Hermetas 28; Natrena 8; Sucron 8; Saxin 3; and generic succharin BP 8.

'Attractive' terms

Mr Gilbert says "attractive" trade terms will be available on the new product as part of a corporate package over the whole Crookes Products range through representatives of *Crookes Products Ltd, PO Box 94, 1 Thanet Road West, Nottingham NG2 3AA.*

ICML barbecue and voucher offers

The July promotion from Independent Chemists Marketing Ltd includes nail polish remover, Nusoft hairspray, glucose, bubble bath, shampoo, pleats, toilet rolls, kitchen towels, economy white, coloured, standard white and standard coloured puffs, Nusoft 10s, 50s and 150s, Hanx and Barnes-Hind contact lens solutions. A free barbecue worth £24.99 is on offer with composite packs of Magicubes, Flashcubes, Super 10 and flashbar.

Peter Dominic vouchers worth £2 are available with orders for six assorted cases of Nusoft paper and Hanx and £1 vouchers with five cases of Sunpure drinks. Finally the June garden chair offer is being continued on the range of Numark bags. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wills.*

Micropore surgical tape has been added to Unichem's product range. Produced by 3M it can be supplied against prescriptions (Unichem has the licence to use the brand name Micropore). Packaged in green and white livery, it comes in three width sizes — 1.25cm x 5m, 2.5cm x 5m, and 5cm x 5m shrinkwrapped in cases of 24, 12 and 6 (trade prices £7.68, £5.95 and £5.34). The tape is also available under both Unichem's medical service and dressing discount scheme. There will be an introductory discount of 20 per cent to members in July



All systems go

Production problems affecting Fems tampons have been overcome and stocks, are again available say Kimberly-Clark, who are finalising details for a women's Press campaign in the Autumn. Since December, Boots were the only company receiving supplies. *Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4
Bergasol sun lotion:		C4 (G)
Bic razors:		All except U
Blue II:		All areas
Cidal soap:		Bt
Diocalm:		All areas
Elastoplast range:		All areas
Glints:		All except Ln, So, A, M
Heatwave styling brush:		Ln, Lc, Sc, G
Jaaps Health Salts:		Sc
Limara bodyspray:		All areas
Lucozade:		All areas
Maws Wipers:		All except A, We, B, E, CI
Mycil:		All except Ln, Y, NE, U, E, CI
Nivea:		All areas
Odor-eaters:		Ln, C4
Optrex lotion and drops:		All areas
Pampers disposable nappies:		All areas
Pond's cold cream:		Bt
Silkience conditioner:		All areas
Tahiti bain moussant with monoi:		All areas
Unican homebrews:		Ln, M, Lc, Y, WW, So, We

Two counter- measures against diarrhoea.

Imodium TRADEMARK

loperamide hydrochloride 2 mg

for the rapid relief
of diarrhoea

Dosage: see enclosed leaflet



Imodium TRADEMARK

loperamide hydrochloride 2 mg

for the rapid relief
of diarrhoea

Dosage: see enclosed
leaflet



4 capsules

8 capsules

**New handy packs
for counter prescribing
from Janssen.**



Further information is available on request from
Janssen Pharmaceutical Limited, Janssen House, Chapel Street, Marlow, Bucks. HP7 1ET
Tel: Marlow (06284) 71744 Telex: 847788

ANDRON BY JOVAN

"The pheromone based fragrance for man scientifically created to attract woman."

Jovan's Glit

WIN THIS FABULOUS DIAMOND AND SAPPHIRE BROOCH AND THE POWER TO ATTRACT WITH ANDRON BY JOVAN

In recent years, few developments in the perfume industry have aroused greater interest and discussion than the use of pheromones in fragrance. JOVAN celebrate the launch of their pheromone based fragrances ANDRON for WOMAN and ANDRON for MAN, by offering all retail pharmacists and their assistants the chance to win this superb diamond and sapphire brooch, worth £1,000 at R.S.P., plus a complete set of ANDRON COLOGNE for WOMAN and ANDRON AFTERSHAVE for MAN. We think that the partnership — and the chemistry team-up are just right — because few things can make a woman look, and feel more extravagantly rich than precious jewels, while nothing better underlines that feeling than the right fragrance.

We're leaving the man of the moment to get by on the power and potency of ANDRON on its own — the flash of real diamonds, and real sapphires, are the sparkling bonus available to his female counterpart in our special prize perfume event. And all you have to do to win this glittering line-up is to complete the crossword on these pages. If yours is the first correct solution opened, both the brooch and ANDRON for MAN and WOMAN are yours.

ACROSS

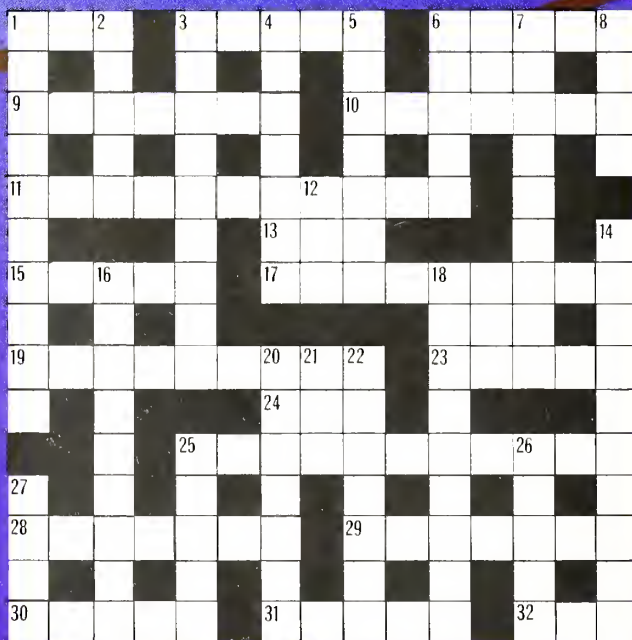
1. Does it live stylishly? (3)
3. Follow her at the end. (5)
6. Subtle, pervasive quality (5)
9. May need correction (7)
10. Delicacy, mostly perturbed (7)
11. Too forceful maybe (11)
13. Insect, possibly winged (3)
15. Perfume ingredient (5)
17. Travels on (4, 5)
19. Type of gland (9)
23. A shade blue (5)
24. In name only (abbrev.) (3)
25. Drink to love? (11)
28. Ten cars for this statesman? (7)
29. Rumanian born dramatist (7)
30. Honestly, they're my wares! (5)
31. Fashion (5)
32. Bonus of summer (3)

DOWN

1. Scent signals via morse phone? (10)
2. Evergreen shrub (5)
3. Extraneous (9)
4. Saturday (German) (7)
5. Friendly understanding (7)
6. Revile (5)
7. Very relevant to scent sense (9)
8. Copies (4)
12. Famous orchestra (abbrev.) (3)
14. Headgear for some (1,4,5)
16. Fragrant memory (9)
18. Called to account (9)
20. It's coming to her when she's in it (7)
21. Scandinavian language, lacking directions (3)
22. With feeling (7)
25. There's a thank you in this oil (5)
26. Insert (5)
27. Goddess of fertility (4)

RULES

1. The competition is open to retail pharmacists and their assistants. 2. The competition is not open to employees of Beecham Proprieties or the company's agencies. 3. All entries must be made on the crossword cut out from Chemist and Druggist. All entries become the property of Beecham Proprieties. 4. Entries to be sent to Andron Crossword, 1 Marlborough Studios, 12A Finchley Road, St. John's Wood, London N.W.8. 5. No entrant may complete more than one crossword. 6. The closing date of receipt of entries is 31 July 1983, after which entries will not be accepted. 7. The judges' decision is final. 8. The winner's name and crossword solution will be published in Chemist and Druggist.



ering Prize

ANDRON
BY JÖVAN

*"The pheromone based fragrance
for woman scientifically created to
attract man."*



"JOVAN, who have been world
leaders in creating provocative
fragrances for over a decade,
launch this month in the U.K.
their first pheromone based
fragrances for man and
woman, called
ANDRON BY JOVAN."



Why we will play an important part in your future



New pharmacy-only products have been developed to meet the genuine needs of your customers by Bristol-Myers, one of the world's top ten pharmaceutical companies and the second largest spender on research and development.

Marketing and media muscle will ensure that your customers are made aware that these new products are available exclusively through their local pharmacy.

A valued member of the community health team,

you have the full support of Bristol-Myers Pharmacare, totally committed to getting a balance of brand development, training and promotion that will help your business to grow.



BRISTOL-MYERS
PHARMACARE*

Haze relaunch with roll fresh addition

The Haze range of air fresheners has been relaunched with the addition of Haze roll fresh, a slow release air freshener that fits between the toilet roll and holder.

The four air fresheners in the existing range have until now had no uniform pack design. Following relaunch each product and variant is now recognisable as part of the Haze range. Re-styled packs feature the Haze name across the entire range with an update 'country scene' logo. Colour coding has also been introduced for easy identification of each variant.

The new range

The launch of Haze roll fresh "recognises the consumer's unique air freshener needs in the toilet area", say Reckitt household products division. A slow release air freshener, roll fresh (£0.53) is both discreet and invisible when in position. As the toilet roll spins the movement boosts the amount of perfume released into the air. The product lasts one month and is available in two variants — bouquet and citrus blossom.

Tiny Tim small space air freshener is now available in a twin as well as a single pack. Blister packaging has been replaced by cartons for bouquet, springtime and lavender — the three perfumes available — and the single unit has a reduced recommended selling price of £0.44 while the twin pack retails for £0.71.

Carpet Freshener (£0.59) is available in bouquet and lavender while Twice as Fresh (£0.77) comes in four fragrances — apple meadow, rose petal, lemon blossom and lavender and the air freshener (£0.69) in spring flowers, lavender, bouquet, and alpine and spruce. Prices are unchanged.

£1m television campaign

The relaunch is to be supported by a £1m national television advertising campaign throughout August while roll fresh will be supported by a campaign in the women's Press.

Reckitt estimate the total air freshener market is worth £36m with Haze holding a 31.5 per cent share, Glade 27 per cent, Airwick 17 per cent and Airbal 3.4 per cent. Haze aerosol, they say, has a 52 per cent share of the aerosol market, Twice As Fresh a 25 per cent share of the large space slow release market, Tiny Tim 23 per cent of the small space sector and Carpet Freshener 25 per cent of the carpet



freshener market.

"Haze is already used in more than half the homes of Britain," says Maggie Kay, product manager, "While last year sales exceeded 18 million units making it overall market leader.

"With these and continued developments, plus a big promotional back-up this Summer, we expect to stretch our lead significantly before the end of the year." *Reckitt household products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

The regular variant of Vaseline intensive care lotion is now available in a 75ml tube (£0.65). Chesebrough-Ponds Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks



Quick-charge shaver from Braun

The latest shaver from Braun is heralded as the first rechargeable razor to take just one hour to be fully charged.

The Synchron Universal (£24.95) available in the black livery of Braun can be used as a mains shaver or rechargeable shaver. It has an extended cell life incorporated into its built-in recharger and a worldwide adjustment. The shaver features the Braun foil shaving technology, has a charge indicator light, a full width on/off switch and a long hair trimmer.

A slim shaver in either white or maroon is another addition to Braun's range. Lady Braun Elegance has a double shaving head — one side has a curved edge to fit the contour of the underarm and the second blade is straight for shaving the legs.

Lady Braun Elegance (£14.95) comes in its own carrying case with a coil cord and dual voltage. *Braun Electric UK Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Pharmaton inserts

The July 14 issue of *TV Times* will carry 250,000 loose inserts promoting Pharmaton capsules. The leaflets will be distributed in selected major cities and will be followed up by a similar campaign in the Autumn. *Pharmagen Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

September launch for remaining three Kodacolor VR films

The three other members of the Kodacolor VR family of 35mm colour negative films (100, 200 and 400 ISO) announced earlier this year (*C&D*, March 5, p398) will join the 1000 ISO packs in the UK film market early in September.

Kodacolor II and 400 35mm packs will gradually be replaced by the equivalent VR variants with support for the whole range through television, Sunday colour supplements, specialist Press advertising and consumer promotions.

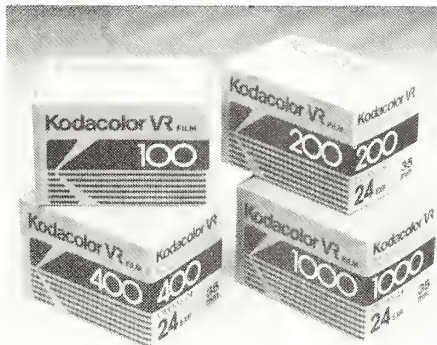
Kodak now have a range of four ISO speeds in 35mm colour print films with the addition of 200 ISO. The films have improved speed, grain, and colour reproduction as well as increased sharpness, say Kodak. All are high resolution, "new-technology" films designed for C-41 processing and each is said to have advantages in particular picture-taking situations — only the VR1000 uses the flat-tablet (T-grain) silver halide emulsion technology.

Kodacolor VR 100 is the sharpest colour print film Kodak say they have ever made. Packs are CP135-12, -24 and -36 exposure with SRPs of £1.51, £2.07 and £2.64 respectively.

VR 200, they say, has the sharpness, contrast and extremely fine grain of Kodacolor II but with twice its speed. Packs are CL135-12, -24 and -36 (SRPs £1.59, £2.21 and £2.82).

The film for "subjects on the move" is how Kodak bill the VR 400, which can be used in a wide variety of lighting conditions. VR 400 comes in packs marked CM135-12, -24 and -36 with an SRP of £1.77, £2.46 and £3.13.

The new VR 100, 200 and 400 packs feature the ISO numbers prominently and are of the same design and colour as the



VR 1000 already on the UK market.

Orders to the value of at least £250 trade placed through Kodak representatives will be split into a September launch parcel and an October one for Christmas stock. Payment can either be on extended credit, with 50 per cent payable in December and in January for normal discount, or at the end of November (100 per cent) to qualify for an extra 2 per cent discount. Special carded multi-packs containing 12-exposure packs of all four variants (£6.96), or just the three "slower" ones (£4.87), will be available mid-Autumn backed by advertisements in the national daily Press. The consumer can obtain a free VR 200 film via a voucher — 12-exposure for the tri-pack and 24-exposure for the pack of four.

The VR campaign breaks at the beginning of September with advertising in the specialist Press continuing into October, followed mid-September by a month of 30-second television commercials and advertisements in the Sunday colour supplements. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts.*

soap, Mum roll-on and refill, Nice n' Easy with conditioner, Peaudouce, Ultrabrite toothpaste, Vosene, and Wilkinson Sword Retractor, Handy and Swivel disposable razors.

The Members Offers promotion runs from July 11-31 and includes Andrews liver salts, Arrid extra dry aerosol, Aquafresh toothpaste, Aspro Clear, Bic disposable razors, Baby Wet Ones, Bristows hairspray, Chupa Chups lollypops, Discover 2, Dr Whites, Eno, Euthymol toothpaste, Feminax, Germoloids suppositories, ointment and toilet tissue, Handy Andies, Joyrides, Kleenex Boutique tissues, KY Jelly, Kwells, Listerine, L'Oréal Free Style mousse, Loving Care, Preparation H ointment and suppositories, Pennywise,

Autumn TV push for spearmint Rennie

The launch of spearmint Rennie tablets into the £23m market for OTC indigestion remedies will be backed by a £1.1m national television advertising campaign breaking early Autumn, say Nicholas.

Packs of 12s and 24s (£0.25 and £0.47) flashed "new flavour" are predominantly green in colour and in outers of 36 and 12 respectively. Each tablet contains calcium carbonate 680mg, light magnesium carbonate 80mg and spearmint flavouring. The recommended adult dose is two tablets up to a maximum of sixteen tablets in a day.

Through Nicholas representatives an



extra 5 per cent off normal trade terms will be given on spearmint tablets during the launch. "Giant" cartons of the new pack will be distributed for display and more POS will be available later.

Mr Graeme Hannah, marketing manager, pharmaceutical division, says their consumer research has shown that while peppermint is always the preferred flavour — traditional Rennie are peppermint flavoured and said to have 36 per cent by volume of the market — there is definitely a place for the spearmint flavour. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

Quickies, Rapid Shave (25 per cent extra), Rennie, Seabond, Sucron, SR toothpaste, Supersoft Once shampoo, Tampax, Timotei shampoo, Velvet perm and Woodward's gripe water.

Sundries and own-brand products on offer during July include Denman brushes, Sensodyne toothbrushes, Unichem face cloth range, Cannon babysafe products, Lady Jayne floor stand, Britmarine swim caps, Thermos range, Tommee Tippee range, Wisdom toothbrushes, Benji baby clothes and Dunbee bibs.

The Unichem own products on offer are Unichem cleansing roll, cleansing puggs, rubber gloves, disposable nappies, cotton buds, nail polish remover, 350g baby powder, baby cream, baby soap and Micropore tape.

Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.

Unichem in July

The fifth Unichem top ten bonanza promotion will run throughout July. The ten products in the promotion — all supported by price cards, shelf markers and posters — are Andrex 2-roll, Elastoplast fabric, Airstrip and Clear, Harmony hairspray, Imperial Leather

SCOTCHEM'83

THE SCOTTISH RETAIL CHEMISTS EXHIBITION

The McLellan Galleries, Sauchiehall St, Glasgow 10-12 July 1983.

OPENS SUNDAY JULY 10: 10am-9pm.

MONDAY JULY 11 and TUESDAY JULY 12: Noon-9pm.

Professional Buyers Only.

The cold facts about pain relief.



* 13½ million people buy topical pain relief products.

* PR Spray is brand leader among cold pain relief sprays.

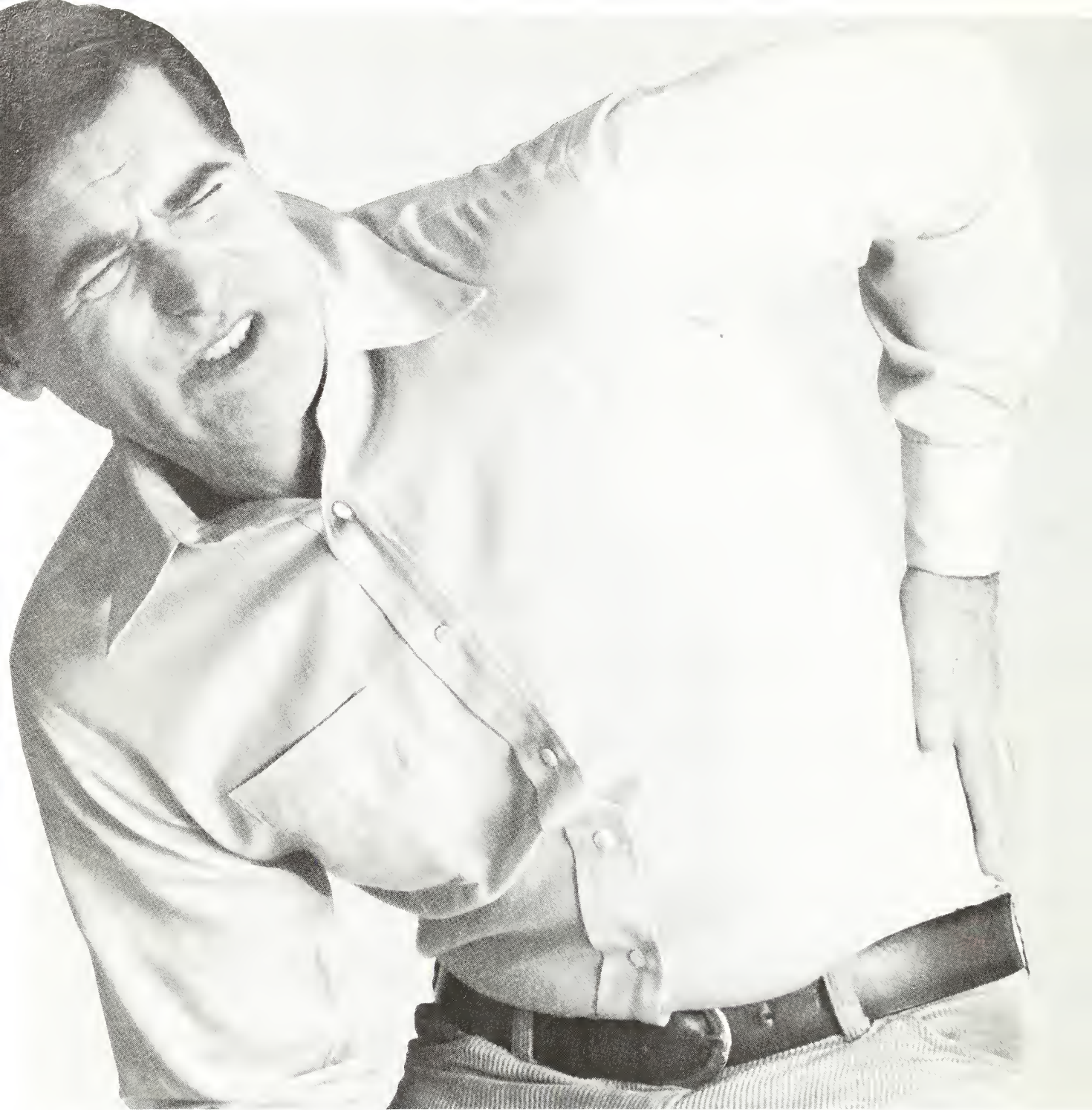
* PR Spray is clean, odourless and modern.

* **First ever national advertising in the Daily Mail, Sun, Sunday Express, Sunday Mirror and News of the World starts 13 June.**

* **Campaign will be seen by more than 34 million people – 78% of all adults – an average of 10 times each.**



DON'T BE LEFT OUT IN THE COLD. BE SURE TO STOCK AND DISPLAY PR SPRAY AND WATCH YOUR SALES GROW.



DOAN'S **NEW EXTRA STRENGTH**
BACKACHE PILLS
now even more effective

Backache sufferers have always been able to find relief with Doan's Backache Pills, a well established product with an excellent reputation. Now, New Extra Strength Doan's Backache Pills offer even speedier, more effective relief.

New Doan's pills are the only pain relievers specially made for backache sufferers. So if you want a share of this important market make sure you stock

New Extra Strength Doan's Backache Pills
it gives you extra high profit on every sale.



Back Sufferers A MASSIVE UNTAPPED MARKET.

Without doubt backache is one of the most common minor illnesses in the U.K. today. Every day 88,000 people are absent from work with back pain – over the course of every year, that adds up to 25 million working days lost.

Thousands of back sufferers represent a massive market for an effective back pain reliever, a product that allows them to escape from the agony of back pain and continue to live their normal lives.

EXCITING NEW £1 MILLION CONSUMER CAMPAIGN

As from 26th August, Extra Strength Doan's Backache Pills will have massive support from radio and press advertising which compares favourably with all other analgesics.

A hardhitting introductory radio campaign on 18 radio stations will broadcast over 850 spots per week achieving more than 16 million women 15+ impressions each week.

Additionally, over 18 million reader's will see national press advertisements for

Doan's every week. A total first year advertising budget of 1 million pounds will help you make the most of this big sales opportunity.

...contact your representative NOW

Doan's will be available from 4th July so don't miss out – contact your Crookes Products Limited Representative to make sure you're well supplied.

Because this is the year we put our back into Doan's.

INDIGESTION SUFFERERS NOW HAVE A CHOICE. RENNIE OR RENNIE.




Now Rennie comes in a choice of flavours. Peppermint or new Spearmint. It's the first and only Spearmint flavoured indigestion tablet on the U.K. market.

The new flavour brings the same on the spot relief. It also costs the same as the popular Peppermint Rennie. The only difference is, it tastes different.

It's a difference we're confident will give Rennie an even bigger share of the indigestion tablet market. And it doubles your opportunity of selling the profitable undisputed brand leader.

To help things along we'll be spending over £1 million on a TV campaign starting in September.

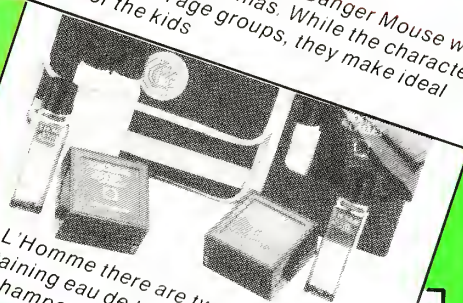
Rennie and new Spearmint Rennie. 
A winning team.

RENNIE. FOR ON THE SPOT RELIEF

Christmas Gifts



Victoria Plum, Paddington Bear and Danger Mouse will all be available in gift sets for Christmas. While the characters continue to appeal to all age groups, they make ideal stocking fillers for the kids



For L'Homme there are two gift sets containing eau de toilette, aftershave, soap and shampoo (£9.85 and £22.95)



Four Cedarwood gift sets hold a combination of aftershave, talc, pre-shave and body splash (£2.50-£3.55)



Magie noire de Lancôme Christmas coffret, containing Magie noire parfum, eau de toilette, talc and soap (£18.50)



Specially designed for the younger man this Philishave Le Mans (£14.95) could prove to be a practical solution to one present problem

Philishave Double Action is the most exciting shaving innovation for years.

Exciting, that is, to everyone except the makers of other shaving systems.

For our world-wide success demonstrates how we're winning sales, not only from other dry shaving companies, but, for the first time, from wet shavers as well.

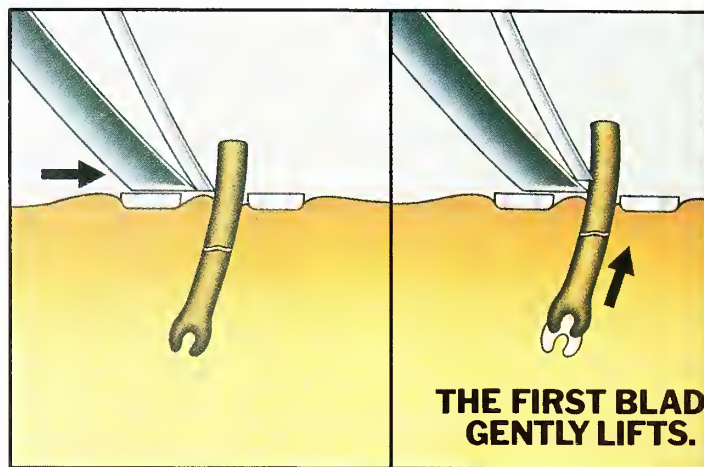
The Double Action idea is brilliantly simple. Instead of two blades trying to cut a single bristle (like the old-fashioned wet - shaving idea), Double Action has one blade that lifts and a second blade that cuts.

Just look at the illustration.

No other shaver, wet or dry, does anything like it.

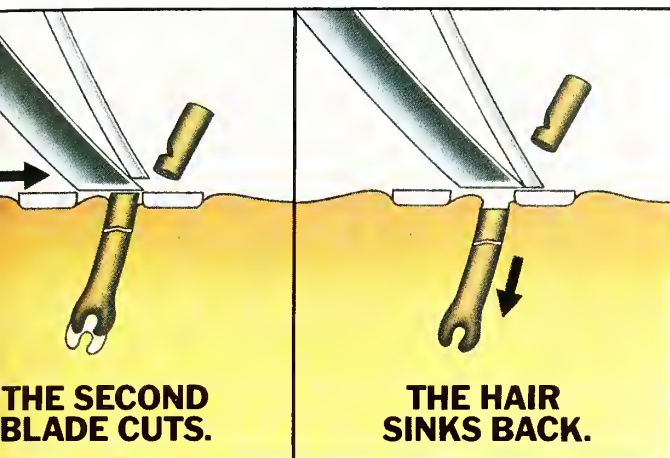
No other shaver, either, can match the dramatic new styling that reflects the innovations within the Double Action range (there are four models, including two rechargeables).

The result won't only be good for us. It'll be good for you, too.



The revolutionary new Philishave Double Action. It'll push us even further ahead.





Instead of having to shave your margins with cut price shavers, you'll have a shaver with a story (and a performance) that commands a premium price.

And a premium profit.

The new Double Action range is, of course, fresh evidence of the superiority of the unique Philishave rotary system.

Results to date prove just how much of a boost Double Action gives to the whole Philishave range.

It moves rotary from being the proven system that developed the dry shaver market to the only system that can build the market even further.

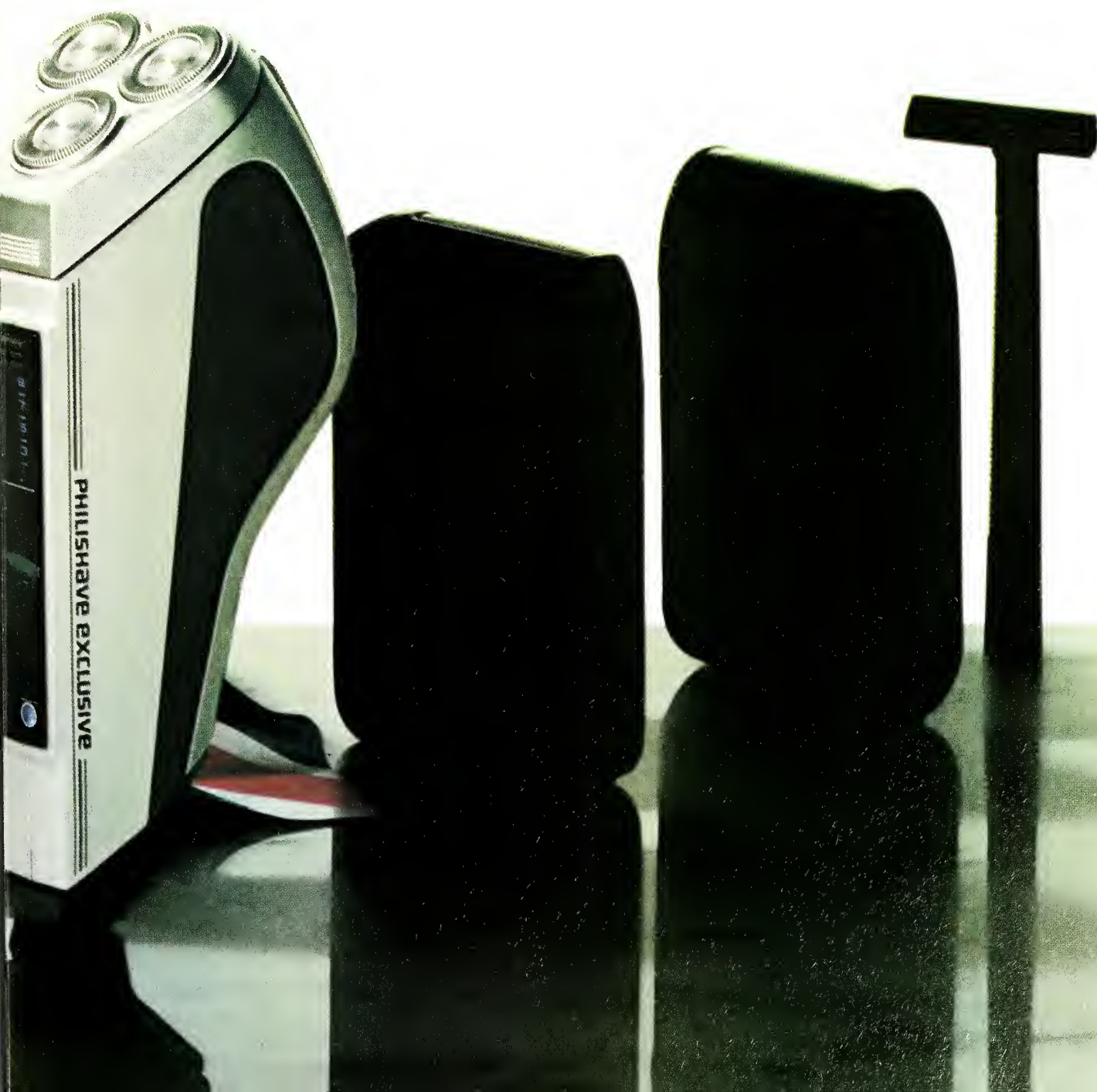
It's one more result of the £1½ million spent every day by Philips on research.

None of the other leading companies can match the scale of that commitment.

Which explains why they're not leading Philips. But following.

And why more people will go on using Philishave than all other electric razors put together.

PHILIPS





This year, there are five Denim Christmas gift sets and one special from Denim Musk. Prices range from £2.40-£4.90. The Denim soap now has a new shape, the circular soap on a rope is replaced by a chunky octagonal tablet and is featured in two of the sets



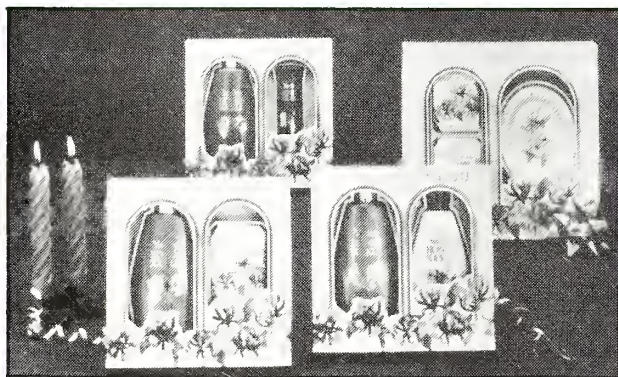
A one dozen Classic mixed outer contains four of each of the three most popular gift sets — aftershave and foam shave (£3.25), aftershave and talc (£3.25), and shower gel and talc (£2.65)



This satin bag holds a 50ml spray cologne, 100g talc and 100ml foam bath (£10.50) from Fabergé's A Touch of Class fragrance range



Roger & Gallet soaps in three sizes and five fragrances — sandalwood, fougere, carnation, orchid and tea rose. Packs hold 2 x 100g toilet soaps, £2.25; 2 x 150g soaps, £3.25; and 4 toilet soaps, £4.25



Coffrets holding the Yardley floral range. Two new sets this year are the lilac and honeysuckle perfumed soaps and soap dish (both £3.75)



Herbessence perfumed soap in a dish (145g, £4.50)



Nivea skincare and bathcare gift sets hold 125ml lotion, skin freshener and 50ml creme (£2.72) and a 250ml shower gel and 100g talc (£1.79) respectively. Available in outers of one dozen



Ten gift collections (£1.95-£5) make up the Brut and Brut 33 gift range. Gift sets and individually boxed items are available



What's Christmas without the tree?

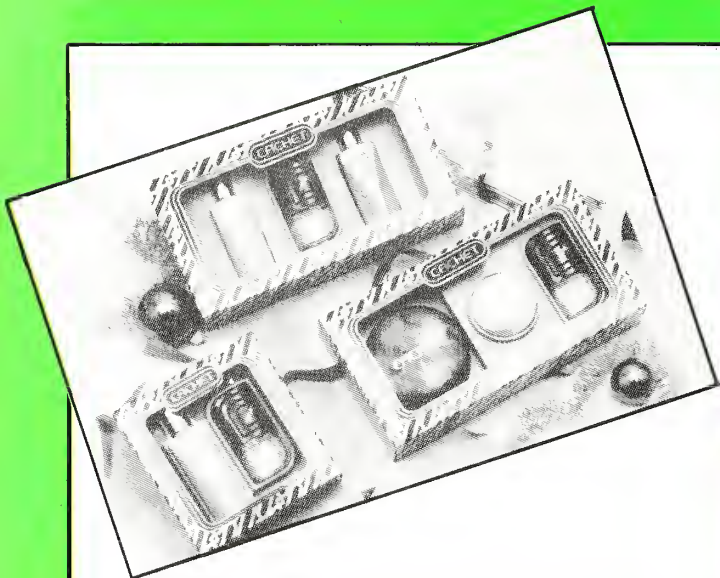
The Cedar Wood tree is a Christmas favourite for all your customers.

So make sure you order your Christmas packs now!

SHAVE · ATOMISER · PRE ELECTRIC SHAVE · COLOGNE · SOAP ON A ROPE · TALC FOR MEN
 BODY SPLASH · ANTI-PERSPIRANT SPRAY · ANTI-PERSPIRANT STICK
 DEODORANT BODY SPRAY · BODY SHAMPOO · GIFT PACKS · AFTER SHAVE AND
 TALC OR BODY SPLASH AND TALC · PRE SHAVE AND TALC.

Goya International, Badminton Court, Amersham, Bucks.

CEDAR WOOD



Four new Cachet coffrets are available including these two eau de toilette spray, hand and body lotion and foam bath combinations (£5.95 and £7.95)



This Oil of Ulay Christmas box holds a free 15ml Night of Ulay with a bottle of Oil of Ulay

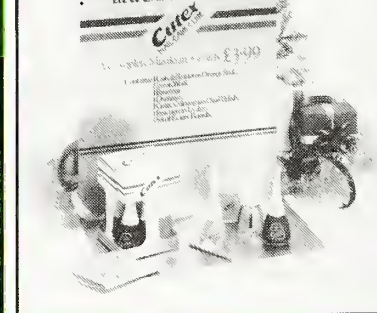


Two of the six Old Spice boxed sets (£2.90-£3.25) together with the Executive Traveller (£6.95) — a light tan toiletry bag holding three toiletry products and a white flannel. The Full House gift set (£5.95) is a smoked perspex case holding two products and a pack of Old Spice playing cards

Selected items in the Goya Body and Bath range will be available in Christmas packaging. Luxury foam bath retails at £1.20



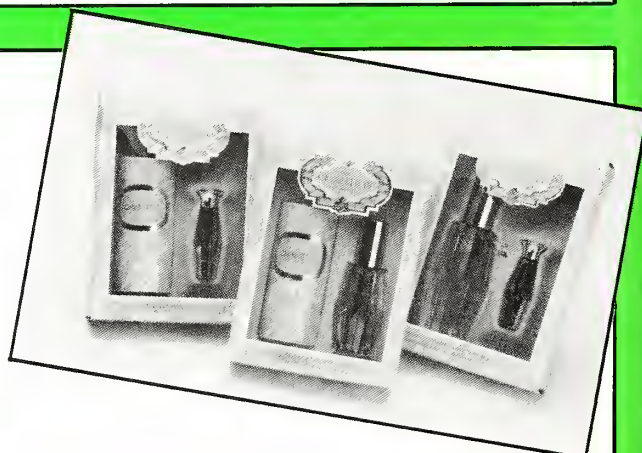
A Beautiful Gift Idea at a Gift of a Price



This compact nailcare cube from Cutex holds a complete manicure and retails for £3.99



Three new gift sets have been added to the Chantilly collection: prices £4.95 and £7



SHAPE UP TO BODY & BATH

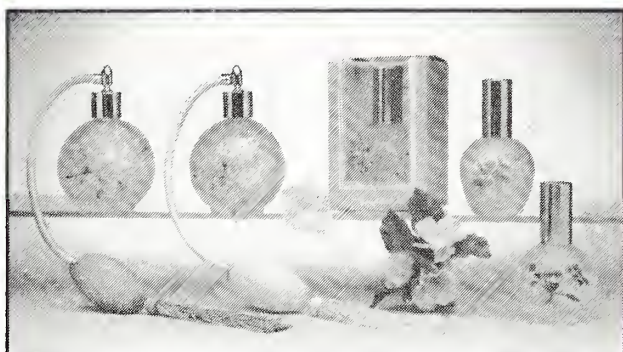


Goya Body & Bath, the
complete bath care range.
With four original
scents and four different
ways, co-ordinated to
transform bathrooms.
And they come in special gift
sets, too.
With our heavyweight Radio
casing they will be selling
better than ever.
To shape up to Body & Bath.
A beautiful feeling.

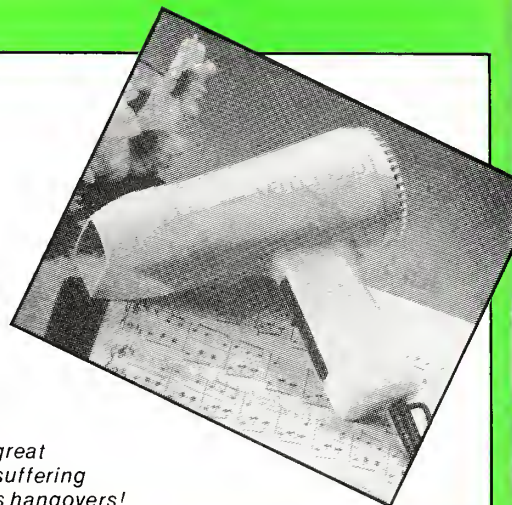
Goya
BODY &
BATH

BATH LOTION · LUXURY FOAM BATH · FRAGRANT TALC · FRAGRANT BODY SPRAY · MOISTURISING CRÈME BATH · DUSTING POWDER
GIFT SETS · LUXURY FOAM BATH WITH TALC, AFTER BATH LOTION OR BODY SPRAY

Goya International, Badminton Court, Amersham, Bucks



Atomisers and perfume sprays in floral designs for the handbag or dressing table from Jackel (£2.45-£8.95)



This low-noise hairdryer (£8.95), the Philips Melody 1000, will be a great help for those suffering from Christmas hangovers!



Containing lotion, cards, backgammon and dice this Brut games compendium retails at £14.95



The Imperial Leather collection includes three gift sets (talc and two soap, £1.45; talc, soap and two bathcubes, £1.40; and two soaps and four bathcubes, £1.25) supplied in a mixed outer of 12



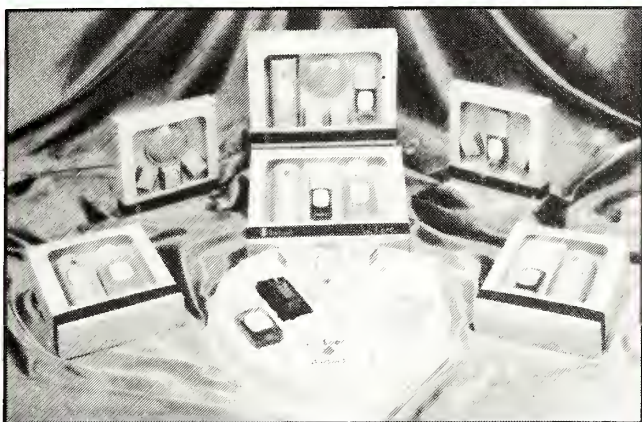
For Monsieur Houbigant and Monsieur Houbigant Musk there are two coffrets holding aftershave and talc (£6.90 and £6.50 respectively)



Soft toys from Jackel this year range from a squeaking duck (£4.99) to a giant cat, chimp and lion (£10.99)



Pink campion, wild rose, floral bouquet and bluebells (£1.50 each) are the four designs in the Minton fine soap collection from Richards & Appleby (parcel price, £31)



Thomas Christy are relaunching a rationalised Hartnell 'In Love' range and have added a foaming bath oil (200ml, £2.75). Six coffrets are available (£1.80-£6.45)



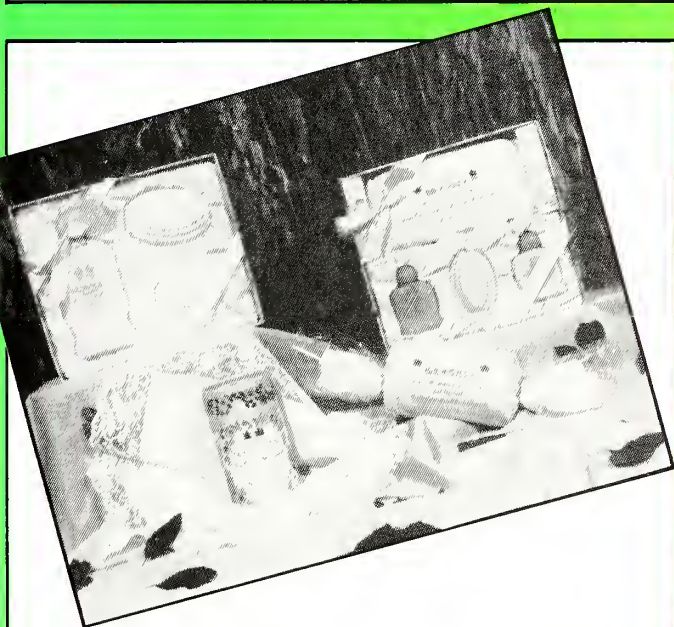
Arden are confident the porcelain range based on 'The Treasures of the Pharaohs' will sell particularly well. Prices range from £2.25-£22.50



This white and gold compact from Roc holds mascara, four powder eye-shadows and two sponge applicators, powder blusher with blusher brush and lipstick (rrp £15.95)



Blue Stratos 125ml aftershave lotion displayed in a cassette box (£5.95). A C60 cassette is included



Three Christmas coffrets including a cracker drum from Bronnley (£2.95-£5.95)



Seven gift lines are available for Pagan Man ranging from a 50ml aftershave with gift label (£2.15) and a gift trimmed talc (£1.59) to a coffret containing 100ml aftershave and soap (£5.58)

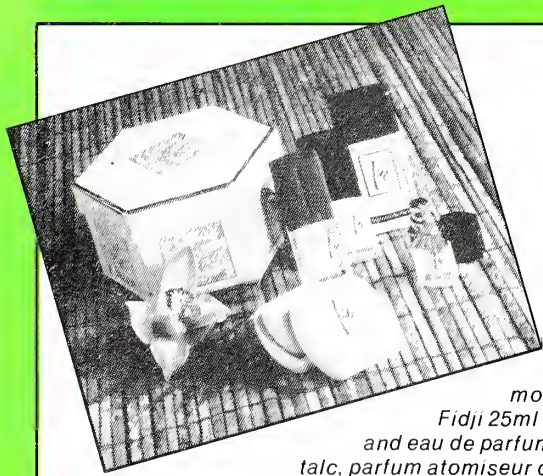
André Philippe



For the very best in Bubble Bath Gift Packs

Sales - Home and Export - Ring 01-736 2194/736 2397

71/71b GOWAN AVENUE,
FULHAM SW6 6RJ, LONDON, ENGLAND



This Fidji presentation box is free with two or more purchases of Fidji 25ml eau de toilette and eau de parfum atomiseurs, talc, parfum atomiseur or soap (£1.35-£12.50)



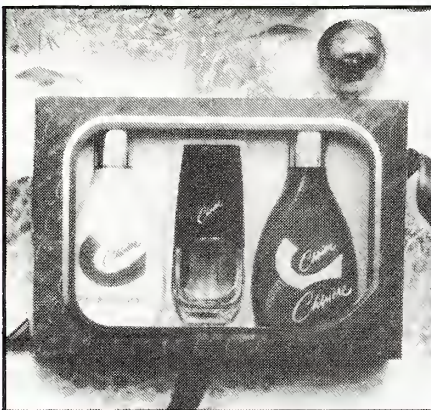
Three coffrets (£5.65-£10.25) holding cologne spray, perfume dram, eau de toilette spray and talc are available to support Max Factor's Le Jardin this Christmas



Coffrets of Jovan Sex Appeal for Women and Men (£5.80) contain 25ml spray cologne and talc and 50ml aftershave and talc respectively



The repackaged Blue Collection comprises a drum of soaps, dusting powder, hand milk and creme bath (£2.25-£2.55) (display parcel £42.30) while in the Country Fragrance range all items are priced below £2 (£53.95 for the complete parcel)



Unit packs of Chimere silky body lotion (£2.50) and moisturising cleansing gel (£2.95) have been introduced and they are also included in a coffret with a 22ml eau de toilette spray (£7.95)

Apple Blossom eau de parfum spray (50ml, £5.95) in gift wrap



Five bib ranges with Christmas motifs are available from Jackel in assorted packs of 12 (£0.55-£0.99)



PRESCRIPTION SPECIALITIES

Variclene gel

Manufacturer Dermal Laboratories Ltd, Tatmore Place, Gosmore, Hitchin, Herts SG4 7QR

Description Green aqueous gel containing 0.5 per cent w/w brilliant green, 0.5 per cent w/w lactic acid

Indications As an aid in the topical treatment of venous and other types of skin ulcers

Application Ensure area to be treated is clean and dry. Using a sterile disposable applicator (cotton wool bud, spatula or gauze pad) apply gently and smooth gel over affected area until site is covered.

For extensive ulceration the gel may initially be spread on a sterile dressing, which is then applied to the affected area. Minimise spreading onto surrounding skin and avoid direct contact between ulcer and nozzle of the tube. Ensure complete coverage of the area with a sterile non-film backed dressing or pad. Where appropriate apply compression bandaging. Repeat as required at intervals of not more than seven days

Contraindications, warnings etc Avoid contact with clothing and linen. Some patients may experience transient stinging on application. In case of arterial or extensive venous ulceration this may be prolonged, when treatment should be discontinued until greater tolerance has been achieved. Keep away from the eyes
Packs Collapsible 50g tubes (NHS price £4.55)

Supply restrictions Pharmacy only
Issued June 1983

Changes to the Bricanyl range

Astra Pharmaceuticals Ltd are making changes to the Bricanyl range on July 4.

The Department of Health has accepted Bricanyl Nebuhaler for inclusion in the Drug Tariff as a device. The current system will be discontinued and replaced by its component parts of a Nebuhaler (£3.54) and Bricanyl refill canister (£4.96 trade). Doctors are being asked to prescribe the two parts separately and patients requiring the complete system will have to pay two prescription charges.

The Nebuhaler incorporates an adaptor designed to take both Bricanyl and Pulmicort refill canisters but the company advises against using the device for other metered dose aerosols.

The Bricanyl Spacer inhaler will be replaced by a new collapsible form (£6.46) which is more convenient for patients to carry and comes complete with a 400 dose Bricanyl canister. The Spacer inhaler also takes the refill canister. The standard Bricanyl inhaler containing 400 doses of terbutaline sulphate remains unchanged.

Patient instruction leaflets have been updated and a booklet with every Nebuhaler explains how it should be cleaned and refilled. The labels on the canisters will be blue for Bricanyl and brown for Pulmicort. *Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts WD1 7QR.*

New lines from APS

APS have introduced the following products into their range with immediate effect: allopurinol tablets 300mg (28, £7.65; 100, £23.95), indomethacin capsules 50mg (100, £4.50). The allopurinol tablets are white, biconvex and uncoated, and marked with the APS logo on one side, with the strength and the code 0529 on the other. Introductory terms are available. *Approved Prescription Services Ltd, PO Box 15, Whitcliffe Road, Cleckheaton, West Yorks BD19 3BZ.*

Vaccines to Evans

From July 4 Fluvirin influenza vaccine and Mevilin-L measles vaccine will be transferred from Duncan, Flockhart & Co Ltd to Evans Medical, who will handle all commercial and marketing matters from this date.

Fluvirin will be available in 0.5ml (1 dose), 5ml and 25ml vials and contain for the forthcoming season the following strains: A/Philippines/2/82 (H3 N2), A/Brazil/11/78 (H1 N1) and B/Singapore/222/79 like strain.

Mevilin-L will continue to be sold in Duncan, Flockhart livery until stocks are exhausted (single dose NHS price £1.32, 50 dose pack £63.94). *Evans Medical Ltd,*

The Old Post House, London End, Beaconsfield, Bucks HP9 2JH.

Glaxo transfer iron and vitamins

From July 4 Duncan Flockhart becomes the ethical minerals and vitamins house of Glaxo pharmaceuticals. From that date Glaxo will cease to supply the following which will be available from Duncan Flockhart in their new pack livery: Pregaday tablets (28); Fersaday tablets (28); Fersamal tablets (100 × 1,000); Fersamal syrup (200ml); Neo-cytamen injection 250mcg per ml (5 × 1ml) and 1,000mcg per ml (5 × 1ml); Cytamen injection 250mcg per ml (5 × 1ml) and 1,000mcg per ml (5 × 1ml); Cytaccon liquid (200ml and 2 litres); Cytaccon tablets (25 and 250) and Althesin injection (10 × 5ml and 10 × 10ml). *Duncan Flockhart & Co Ltd, 700 Oldfield Lane North, Greenford, Middlesex UB6 0HD.*

Unimycin packs

The 100 pack of Unimycin capsules has been discontinued and replaced with a 16 capsule pack (£0.78 trade) and 500 capsule pack (£10.90 trade). *Unigreg Ltd, Spa House, 15 Worple Road, Wimbledon, London SW19 4JS.*

Ciba pack changes

Ismelin 10mg and 25mg tablets are to be packed in five blister strips of 20 tablets (changed from 10 × 10 tablets per strip). Ismelin 25mg tablet will now contain an iron oxide based dye and so the colour will alter to a darker shade of pink.

Otrivine-Antistin is now in a new style pack: prices and outer size are unchanged. *Ciba-Geigy Pharmaceuticals Division, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.*

CHEMEX'83

THE RETAIL CHEMIST EXHIBITION

The Cunard International Hotel, London W.6. 11-13 September 1983.

INFORMATION and ADMISSION TICKETS from:

TRADES EXHIBITIONS LTD, Exhibition House, Spring St, London W2 3RB. Tel: 01-262 2886.

Computer error blamed for illegal medicine sale

A Sheffield pharmacist blamed a computer error at his firm's central warehouse for the illegal sale of a Pharmacy Only item at a Cambridge Street drugstore.

Mr George David Wish, superintendent pharmacist of W. Jamieson (Chemists) Ltd, of Orgreave Close, Sheffield, appeared before the Pharmaceutical Society's Statutory Committee to answer an allegation of misconduct arising from the conviction of the company last year of selling Optabs from unregistered premises.

Mr Josselyn Hill, for the Society, said the company was fined £50 and ordered to pay £40 costs by Sheffield Magistrates last July. The company had 21 pharmacies and two drugstores, including Bargain Beauty in Cambridge Street. The offence came to light during an inspector's routine visit in October 1981.

Mr Wish told the committee that his pharmacies were served by a central warehouse where a computer was used to organise supplies. During 1981, the

director in charge of the warehouse was ill, and Optabs were put in the wrong section of the computer's order sheets. It was unfortunate and he wished to apologise.

He said the drugstore at Cambridge Street had since been sold, and the company intended to restrict its retailing to pharmacies.

Mr Hill said the company was convicted in 1977 for offences in connection with the irregular sale of Part I poisons from one of their pharmacies in Sheffield, in the absence of a pharmacist and Mr Wish had been reprimanded.

The chairman, Sir Carl Aarvold, said Mr Wish had received notice of the possibility of this kind of offence in 1977, and should have taken steps to prevent a recurrence. The Committee found the allegation of misconduct by Mr Wish for not adequately supervising his company's operations proved, and directed that a reprimand be issued to him and the company.

in 1959 but the marriage became increasingly difficult. He borrowed £3,000 in 1975 to have his home extended. At the time his wife was working. She had a drinking problem and eventually left home in 1977 to live with another woman. They were divorced the following year and he married a second time.

Mr Parfitt said his financial position had been under stress for several years as a result of extending his home and borrowing more money to settle some of the property on his ex-wife. "When I look back I cannot seriously believe that I stooped so low to solve my financial problems. It was deplorable and shameful," he added.

The chairman, Sir Carl Aarvold, said that after years as a trusted manager of Boots with a bright future ahead Mr Parfitt became a thief and a cunning manipulator of accounts and records. The discovery must have come as a blinding shock.

"If this case had come before us in 1979, '80 or even '81 we would have had no other course open to us except to direct that your name be removed from the Register. In the three years since the offences were discovered, you have at least not allowed that misfortune to overwhelm you completely.

"You have had the opportunity of regaining pride in yourself and you have shown that the trust placed in you by your employer is justified," said Sir Carl.

Regret for local Press article

An Aldershot pharmacist was reprimanded for allowing an article to appear in the *Camberley News and Mail* announcing the opening of Lesiters new pharmacy at Ash Vale, last year.

Mr Thomas Martin McCullough, of Victoria Road, appeared before the Committee to answer an allegation of misconduct in relation to the advertising of the professional and/or dispensing services.

Mr Hill, for the Society, said Mr McCullough was warned in June 1981 about an advertising feature in the *Surrey and Hants News* about his pharmacy at Heath End. He had expressed regret and offered assurances that it would not occur again.

Mr Hill said the *Camberley News* article was all about Mr McCullough and his professional services; the word "pharmacy" was used five times and the word "pharmacist" four.

Mr McCullough told the Committee that the article appeared on a page of the newspaper designed to inform the public about local trade and industry and not as an advertising medium. He arranged to check the proof of the article before publication and concluded that it could offend nobody.

The chairman, Sir Carl Aarvold, said the Committee noted that Mr McCullough now looked at the article through less enthusiastic eyes. "We tremble to think of him opening more pharmacies. Heaven knows what he will say or do. We hope before that he will not mislead himself into further errors of this particular kind. Should it occur again, far more drastic action might be necessary."

Failed to take good advice

A pharmacist from Thornton Heath, was admonished for permitting a Pharmacy Only cough mixture to be sold in the absence of a pharmacist.

The Committee was told that Mr Keith Piddington, of Beulph Road, was convicted at Croydon Magistrates Court last August for illegally selling Benylin, and was fined £50 with £50 costs.

Mr Hill, for the Society, said the prosecution resulted from an inspector's routine visit in December 1981. Despite advice given on a previous visit, the inspector found the whole range of cough linctuses displayed on self-service shelves. The inspector bought Benylin from an assistant after being told that Mr

Pharmacist 'fiddled the till'

A Basingstoke pharmacist who "fiddled the till" while employed as branch manager of Boots at Weybridge was reprimanded last week.

The Committee was told that Mr Alan Parfitt, of Britton Road, Basingstoke, pleaded guilty at Walton-on-Thames Magistrates Court in February 1980 to two specimen charges — one of theft of £150 and the other of false accounting. Mr Hill, for the Society, said Mr Parfitt also asked for eight other similar offences to be taken into consideration involving the theft of £490. He was fined a total of £500 and ordered to pay £490 compensation. He said Mr Parfitt was manager of Boots the Chemists at High Street, Weybridge, in December 1979 when he was caught taking £150 from the till on a spot check.

Detective Inspector Leonard Rickard, of Guildford, said Mr Parfitt admitted stealing money from Boots over a period of years. The method used was to total the till, remove a quantity of money and then input to the till a series of fictitious transactions to achieve a new total thus enabling him to keep the cash difference.

Mr Parfitt told the Committee that he was appointed branch manager at Weybridge in 1973. He had been married

Piddington was not in.

Mr Piddington, who declined to attend the hearing, stated in a letter that he was not in the habit of leaving the shop during opening hours. But he had made a delivery to a housebound customer that day, and was delayed when his car broke down. He also wrote to the chairman of the Society's Law Committee saying that he was astonished to be prosecuted as if he had committed some heinous crime.

The inspector, Mr William Fowler, said that when he asked to see Mr Piddington he was told that he had been delayed for half an hour. While he waited, two customers handed in prescriptions, and were told they would be ready in five minutes. He queried how medicine could be dispensed without the

pharmacist, the assistant said she had made a mistake.

When Mr Piddington returned, Mr Fowler said he reminded him of a previous conversation advising him not to put Pharmacy Only medicines on self-service shelves. Mr Piddington replied it was easier to supervise sales of those products from that position. Mr Hill said Mr Piddington was convicted at Croydon in 1973 of 12 offences relating to the unlawful sale of Schedule 4 poisons and had been conditionally discharged.

The chairman, Sir Carl Aarvold, said that in the circumstances, the Committee felt it could mark the present offence by directing that Mr Piddington be admonished for failing to take good advice when offered.

Chemist title used illegally for 3 years

Investigations into a forged prescription found in a Birmingham pharmacy revealed that the manager had been illegally practising as a pharmacist for more than three years, the Committee was told.

The manager, Mr William Mitchell, of Redfern Avenue, Kenilworth, subsequently pleaded guilty at Birmingham Magistrates Court to unlawfully taking or using the title "chemist" when not on the Register, and failing to return his certificate to the registrar for cancellation, and was given an absolute discharge.

Mr Mitchell also faced complaints by the Council of the Society that he purported to be a pharmacist in charge of a retail pharmacy business conducted by M.E.J. Hingley & Co Ltd at Yardley Green Road, Small Heath, between October 1977 and February 1981; that he deceived or misled the company into employing him as a registered pharmacist; and supervised sales of Pharmacy Only medicines and a Controlled Drug which led to the company being prosecuted.

Mr Hill, for the Society, said Mr Mitchell qualified in 1948 and ran a pharmacy in Fife until July 1976. He moved to Birmingham in October 1977 and took the post of pharmacy manager with Hingley & Co at Small Heath, but earlier that year his name had been removed from the Register for non-payment of fees, said Mr Hill.

A Society inspector on a routine visit to the shop in February 1981 spotted a forged prescription for a Controlled Drug and in the course of his inquiries he found that Mr Mitchell had not been registered since July 1977. The inspector returned to the shop later that month and purchased two Pharmacy Only medicines before confronting Mr Mitchell about his non-registration.

Mr Mitchell said in evidence that he accepted responsibility for not informing the Society that he had changed his address in 1977 and for failing to check that his fees had been paid.

He said that when the prescription was brought into the shop he had an assistant check that the doctor who signed it was a local GP. He saw the person who presented the prescription and considered that he was a respectable looking chap before dispensing it.

The chairman, Sir Carl Aarvold, said the Committee understood that Mr Mitchell's name was no longer on the Register for some reason they had not been told about. "We think it right on the facts of this case to direct that his name should not be restored to the Register until this Committee otherwise directs."

The Committee was also told that Hingley & Co were convicted by Birmingham magistrates in January 1982 of unlawfully supplying 56 Diconal tablets, and were fined £50 with £50 costs. Mr Hill said there was also a complaint that the company employed Mr Mitchell without checking that he was registered as a pharmaceutical chemist.

Mr Michael Hingley, a director and superintendent pharmacist, said he could not believe that Mr Mitchell was not on the Register for more than three years. He immediately made arrangements for a locum to take over the shop and then insisted on Mr Mitchell driving to London to pay his registration fees immediately.

Sir Carl said the Committee was satisfied that if they were to direct some penalty, either against the company or Mr Hingley, they would be adding a really unjustifiable burden on those who practised the profession of pharmacy. He directed that no further action be taken against either the company or Mr Hingley.

Admonished for unsupervised sale

A Birmingham pharmacist who allowed a Pharmacy Only medicine to be sold in his absence at Lozells Road, was admonished by the Committee.

Mr Abdul Sattar Begg, of Heathfield Park, admitted that he was convicted at Birmingham Crown Court in April 1982 of permitting the unsupervised sale of Codis tablets to a Society inspector in August 1980.

The inspector, Mr Christopher Collier, said he visited the premises of Chemipharm to verify plans for the shop, which had recently been opened. He asked to speak to the pharmacist, and was told that Mr Begg was at his other shop further down the road. Mr Collier said that while he waited he noticed that dispensing was going on and saw packets given out by a woman assistant.

He then asked for and was sold a packet of Codis tablets by another assistant. When he asked if a pharmacist was present, he was introduced to a Mr Fagar Raja, who at first claimed to be qualified but then admitted that he was still a student.

Paper work

Mr Begg arrived at the dispensary and explained that he had been doing paper work at his other shop. He told Mr Collier that the staff were new. Although he had given instructions that no dispensing or sales of Pharmacy Only medicines should take place in his absence the mistake had occurred. Mr Begg told the Committee that he had been a member of the Society for over six years. The Codis was sold by his younger brother, then aged 17. Mr Raja had since qualified as a pharmacist, but was unqualified at the time of the sale. He also admitted that prescriptions were dispensed in his absence.

Difficulties

Chairman, Sir Carl Aarvold, said the Committee appreciated the difficulties which confronted Mr Begg in trying to operate two premises at the same time, but he was responsible for opening the pharmacy and it was entirely up to him to make sure that no Pharmacy Only medicines were sold when he was absent.

"We have taken into account the time that has elapsed since his conviction and the anxiety and worry which has hung over his head," said Sir Carl. "We have also taken into account that there is no evidence of irregular practices of this sort at the pharmacy."

Good intentions...

"Tell the Council through me." That heading of Edwin Evens' (member of PSGB Council) letter published in *C&D* last week is a delightful example of hope and good intention, and I do congratulate Mr Evens on his actions. I wish on him a heavy response to his letter, but the odds I fear are against it.

There must be a burning issue — a searing hurt — to stir the stumps of our profession. The fact that only a minority of members vote for our Council members (when the effort to do so in minimal) is an indication of how responsive our profession is. When time is needed to put pen to paper to reply to a request such as Mr Evens has made, the response, I suspect, will be less than good. I do hope I am wrong.

Beekay 'extras'

The special feature on electricals in *C&D* June 25 is very interesting and educating and I am sure the pharmacist will greatly benefit from it. Thank you for mentioning Beekay in your editorial.

However the prices you have quoted in the table on p1175 are Beekay's base prices. They are in fact guideline prices. All of our customers enjoy discounts off these base prices which on average work out at 5 per cent or more of base price.

Our pricing structure is divided into the following categories:

- A. Small irregular buyers. They buy at base price, or 2½ per cent off base price with cash on delivery.
- B. Small regular buyers who receive up to 5 per cent off base price.
- C. Medium to large buyers who receive discounts of 5 per cent upwards.

The feeling is, of course, that if you have a good chap like Mr Evens looking after you then one needs to do nothing. Vice versa, if there are people who have been voted on to Council by default, then they can't do much for us anyway. I disagree with both of these points but such negative attitudes do prevail.

The Rural Pharmacists Association is holding its annual meeting at the Alvaston Hall Hotel, Nantwich, on July 9-10 and this will be an opportunity to air views and criticise all branches of pharmaceutical activity related to rural pharmacy. Are there burning issues or searing hurts? Perhaps not, but there is a wide field of activities where there is a strong need for vigilant foresight and for protection of our future. So, like Mr Evens, let your voice be heard — come and see us at our meeting in Nantwich and prove me wrong in my assumption. Write to Mr Evens and come to the RPA meeting (details of which were published in *C&D* June 18, p1109).

John Davies,
Secretary, RPA,
Wiveliscombe, Somerset.

Furthermore at any given time we have special offers on about 15-20 selected items across various manufacturers which are very keenly priced. These offers are available to all our customers whether they are small or large, regular or irregular buyers. Those taking advantage of these special offers receive on average 6-8 per cent off base prices.

Batuk Ruparelia,
Managing director,
Beekay.

■ Current Beekay prices of the items mentioned last week, less 5 per cent are: Braun Micron £10.99, Philips HP1207 de luxe £9.85, Braun Micron de luxe £22.18, Philips HP1133 £21.18, Braun Synchron 2-way Universal £17.99, Philips HP1319 £27.68, Philips Ladyshave HP2111 £9.92, Braun Lady Elegance mains £9.95, battery £6.98.

ours so good". The advertisement showed a range of items captioned "No white sugar . . . no animal testing . . . no synthetic drugs . . . no artificial additives".

The complainant considered the emphasis on "natural, whole and healthy" was unjustified and misleading because the foods did contain additives and a herbal remedy among those described as "completely safe" could have adverse effects if the user was allergic to certain substances.

The advertisers stated it was their policy to stock natural products which had undergone the minimum of food processing. A few soya bean based products underwent some processing but their nutritional value was not removed. Most goods sold (99 per cent) were additive free and where additives were used these were of natural origin. With

regard to the herbal remedy, the advertisers said that the ingredients were approved and on the General Sales list. While acknowledging that traces of allergenic substances may be present, they pointed out that possible allergies existed against virtually any substance, whether natural or synthetic.

The ASA concluded that the general tenor of the advertisement was adequately supported. Although the phrase "completely safe and have no side effects" had been used to describe herbal remedies for many years, the ASA thought that advertisers would be well advised to modify the claim in view of possible allergic reactions in certain, rare cases.

List of dressing suppliers proposed

A list of approved sources of sterile, non-adhesive first-aid dressings has been proposed by the Health and Safety Executive.

The scheme, supported by the Department of Health, follows last year's report by Dr Whitehead, director of the public health laboratory service, on contamination of supposedly sterile first-aid dressings.

The list will identify manufacturers whose processes conform to the "Guide to good manufacturing practice for sterile medical devices and surgical products 1981." The scheme will be concerned with all stages of manufacture including sterilisation and packaging, but will not involve checking the performance of individual dressings.

Companies which do not manufacture but supply dressings, obtained from approved sources, which are packaged to show their own name, address, trade mark or symbol, will be included for three years or so. These companies would then need to show the name or symbol of the actual manufacturer, in addition to their own, to indicate the dressings are from an approved source. The views from such firms are invited on how much time will be necessary to change labelling for example.

Those manufacturers which have registered or applied for registration under the DHSS scheme for manufacturers of sterile medical devices are asked to apply separately for listing under the sterile dressings scheme for the sake of completeness. Any company that has not been approached but would like further information should write to: *Health and Safety Executive, MD A4, Room 1413, 25 Chapel Street, London NW1 5DT.*

Generic prescribing

Laurie Paritt is planning to re-introduce his bill on generic prescribing if the Government takes no action over the Greenfield Report.

NEWS EXTRA

Caution on herbal remedy safety claim

The Advertising Standards Authority has advised a health food retailer against claiming that herbal remedies are free from side effects.

A member of the public complained to the ASA about a national Press advertisement headlined "At Holland & Barrett it's what we leave out that makes

Boots to extend shop-within-shop theme

The shop-within-a-shop theme planned for Boots Cookshops taking over the Timothy Whites product range (*C&D* February 2 p210) is to be extended to other areas of the company's business, say Boots directors in their annual report.

Special areas for goods such as audio and home/leisure with specially-trained staff and their own style decor will be used, a spokesman for the company explained to *C&D*. This change is designed to help make the public aware precisely what they can find at larger Boots branches.

This follows completion of a company strategy review (*C&D* October 16 p717). "All operations within the group have been examined" explains chairman Peter Main in the report.

The company has also decided to create more accountability by establishing "a greater degree of divisionalisation".

While central service departments such as accounts and personnel will continue to be represented on the main board by a single director each, covering both retail and industrial activity, their functions will in future be split more clearly between the two branches of Boots' operations.

'Creditable' chemists performance

Boots the Chemists' sales rose 9.3 per cent, 4 per cent of which is real growth. This is described as a "credible" performance after a disappointing 1981. The retail division as a whole returned to profit growth, with an increase of 15.9 per

cent on last year. This was achieved on sales up 10.7 per cent. Boots continue to dispense over one million scripts per week "forming a crucially important part of their business".

Photo processing up

Despite intense price competition and some small erosion of margins, Boots achieved increased gross profit in "many traditional markets". In photographic processing, they say they both maintained margin and increased market share.

Cosmetic and toiletries markets are described as "generally depressed, continuing the absence of any real growth over recent years". Staff productivity is reported at 6 per cent higher than last year, with credit given to a new supervisory staff structure.

Timothy White's sales rose 7 per cent, and the chain again made a small profit.

Zorpin 'encouraging'

Pharmaceutical sales in the industrial division increased by 30.7 per cent over the year, mainly derived from US growth and improved performance among prescription products in the UK. Zorpin — a new sustained-release form of aspirin — was launched in the US by Boots in February and early sales are said to be encouraging.

Increased priority has been given to consumer products over the year, with "encouraging results". Combined sales of Crookes and Optrex products rose 22.4 per cent. Research and development

spending was up £2m at £16.4m.

The company is looking to expand its industrial business, and say this will include "selected acquisitions where these can add profitable products to our inventory or assist our geographical representation.

"We have undoubtedly improved our performance during the year under review and expect to maintain profitable growth in the current year" concludes Dr Main.

Record profits for LRC International

LRC International pushed pre-tax profits to record levels in the year to March 31, with a 35 per cent increase to £12.2m. Sales rose 22 per cent to reach £144m — an improvement attributed to "aggressive marketing".

LRC Products increased trading profits by 30 per cent. Credit is given to "significantly improved" international sales of Marigold gloves and higher demand for contraceptive sheaths following the increased incidence of herpes in North America. Contraceptive, cough mixture and medicine sales are said to have held firm, despite tough market conditions.

The industrial holdings division doubled last year's contribution to profits, helped by Napcolour's first full-year performance in photoprocessing, where improvements in consumer spending seem to be easing pressures on margins. LRC bought Tudor's retailing arm in May (*C&D* May 28 p1013).

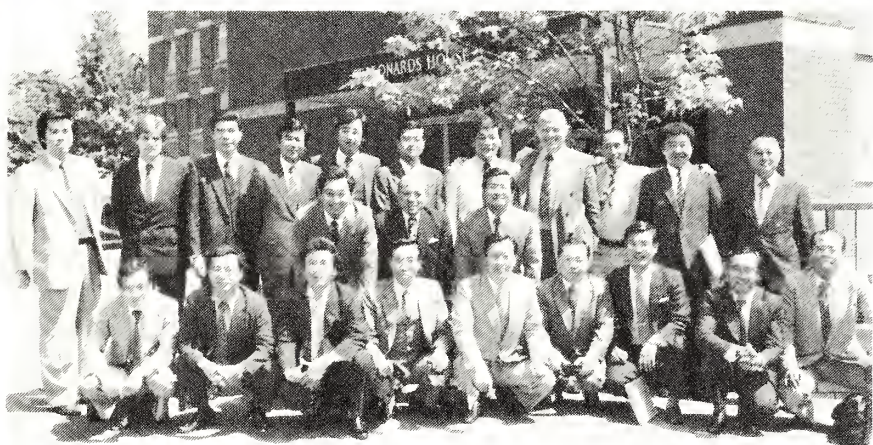
Haffenden Richborough upped trading profits by 17 per cent. Business in America improved by 13 per cent, with medical products there "beginning to show their worth".

Rationalisation at LRC has brought down unit costs in many product groups, with these savings being ploughed back into marketing over the year. The directors say they are confident 1983 will show further advances in both sales and profits.

Kodak to close down at Ruislip

Kodak are to close down their administrative services site at Ruislip. Facilities based there will be moved to other locations, possibly to nearby Harrow or Hemel Hempstead. It is hoped that most of the 400 jobs at Ruislip can also be transferred.

The timescale of the move, and precisely how it will be achieved remain subject to discussion. A Kodak spokesman told *C&D* the decision was part of "general good housekeeping", and said it was felt more economic to move Ruislip's operations elsewhere.



Berk Pharmaceuticals have established a \$10m-per-year market for their products in Japan — thanks largely to the efforts of two Japanese companies who sell Berk medicines there. Berk chairman Kenneth Fitch this week welcomed 20 Kyorin and Sumitomo representatives as visitors to Berk's Eastbourne headquarters. They inspected work in progress at the company's new £4.5m Hampden Park extension, and later relaxed by showing-off their golfing skills

More Business News overleaf

Brown Grey drop ethicals

Brown Grey & Co — wholesaling arm of R. Gordon Drummond — are getting out of ethicals and dropping their independent customers altogether.

Drummond brands already account for some 90 per cent of Brown Grey's business, and they will now concentrate on supplying these outlets with OTC products.

Commercial criteria

A company spokesman told *C&D* that this was purely a straightforward commercial decision. Returns on ethical products were no longer felt sufficient to justify continued trading, and cutting back to supply only Drummond branches fitted in well with this move.

The company will wind-down current operations over the next four-eight weeks,

by which time some 40 workers from Brown Grey's depot at Glasgow will be made redundant. Brown Grey & Co serve a central band across Scotland, taking in Glasgow, Edinburgh, Fife and Falkirk.

Representation!

Unichem's managing director, Mr Peter Dodd says that by the end of this week Unichem representatives will have visited most of the independents previously served by the R. Gordon Drummond subsidiary.

Scotchchem details

Over 20,000 tickets have been sent out to pharmacists, doctors, opticians and dentists for the Scotchchem exhibition at the McLellan Galleries, Sauchiehall Street, Glasgow, from July 10-12.

Products on display range from computers and cash registers, to toiletries, electricals, and shopfitting and display equipment. Admission is restricted to professionals and trade buyers. *Trade Exhibitions Ltd, Exhibition House, Spring Street, London W2 3RB.*

Pharmax form OTC healthcare company

Pharmax Healthcare Ltd are to market and develop the latest OTC products from Pharmax — with two new products already in the pipeline for next year.

The new company, formed from within Pharmax Ltd, aims to create a stronger image for their OTC products and to "give the pharmacist the support and service he expects, with particular attention to delivery, promotional support and merchandising aid."

All the company's OTC medicines will be heavily advertised and sold through the chemist trade. From July 1, Vasogen will be distributed by Chemist Brokers. The company says: "The appointment of Chemist Brokers demonstrates our commitment to developing medicines."

Pharmax are planning to spend between £80,000 and £100,000 extending their OTC products over the next 12 months and are looking for sales expansion within the sector to around the £1m mark by next Summer.

Hoechst attack EEC importing 'schizophrenia'

Dr Brian Cromie — chairman of Hoechst UK's pharmaceutical division, commissioner on the Medicines Commission, and a member of the ABPI board — has spoken out against what he sees as "schizophrenia" in the EEC's attitude towards parallel importing.

Speaking at a Press conference held to launch "Finding new ways" — a new company brochure — Dr Cromie told *C&D* that the EEC's commitment to free transfer of goods depends on the assumption that member governments will not interfere with market prices. He said this assumption was obviously unjustified where medicines were concerned.

He would like the EEC to recognise that it cannot prevent member governments from intervening where medicine prices are involved, and take medicines outside free trade provisions.

'Pie in the sky'

While seeing this as the ideal solution, Dr Cromie thinks it may be "pie in the sky." More likely, he feels, is a tightening of the existing law, requiring parallel importers to give product safety assurances equal to those required from pharmaceutical manufacturers.

This would at least allow for patient safety and prevent the danger of counterfeit products manufactured abroad getting into the UK. Dr Cromie warns that there are now tremendous numbers of these medicines around, and points out that the practice of dispensing from bulk makes the UK particularly vulnerable.

Commenting on the Office of Health Economics' recent assertion that developments in the pharmaceutical

industry could lead to cancer becoming "a scourge from the past" within 20 years, Dr Cromie said this may be "a little optimistic in its timing."

Hoechst believe the R&D-intensive chemical industry will have an important contribution to make to the problems facing the world over these next 20 years, however. Professor Heinz Harnisch — head of central research at Hoechst AG — believes the industry will first have to re-structure its product range to put more stress on high-added-value products — such as pharmaceuticals — which are relatively little affected by high energy or raw material cost.

Hoechst UK employ some 200 R&D staff, with a research budget of about £5.2m. Dr Cromie describes their operations as "not in the blue skies of research, but concerned with the practical development of products."

Some 40 per cent of the work involves drug discovery, while 45 per cent is based round drug development and the remainder concentrates on adapting existing products for the UK market. The UK pharmaceutical industry accounts for 3 per cent of world sales, but provides a base for about 10 per cent of research.

"However, environments can change" warns Dr Cromie. "The threat of generic substitution in the UK made many people reconsider their attitudes to this country as a base for R&D. This follows the precedent of Canada where such changes produced withdrawal of pharmaceutical R&D and production investment."

The group's annual report, also presented at the conference, shows Hoechst UK operations as yielding sales

of £176m, on capital expenditure of £3m. This represents a sales increase of over 14 per cent. Net income increased from £0.6m to £2.7m.

Hoechst are expecting to get United Kingdom approval for their artificial sweetener, acesulfame, and to market it later this year or in 1984, said Professor Harnisch.

In pharmaceuticals, a synthetic peptide hormone, Burselin, is to be used in Germany later in the year for the treatment of prostatic cancer. The compound is derived from luteinizing hormone-releasing hormone, but is more resistant to enzymatic breakdown. Because of its high efficacy it can be administered as a nasal spray as well as by injection.

Semisynthetic insulin

Hoechst have also developed their own process for converting porcine insulin to human insulin, and shortly plan to market a semisynthetic human insulin by this route. In the pipeline is a compound called Forscolin — derived from the Indian plant *Coleus forskohlin*, it has antihypertensive properties. The group has considerably expanded their activities in the genetic engineering field, Professor Harnisch said.

The high risk involved in pharmaceutical research was emphasised by Dr Cromie: "The Hoechst AG withdrawal of their new NSA1 at the last moment after an investment of approximately \$20m illustrates the risk element," he said. Hoechst UK's pharmaceutical division is concentrating research activities on improved antibiotics and on agents with receptor-blocking activity and their modes of action.

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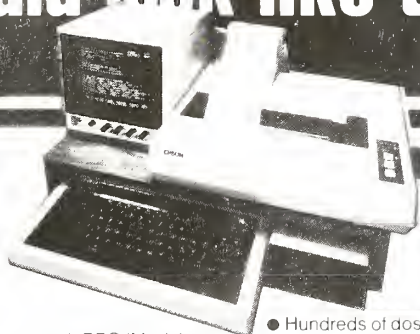
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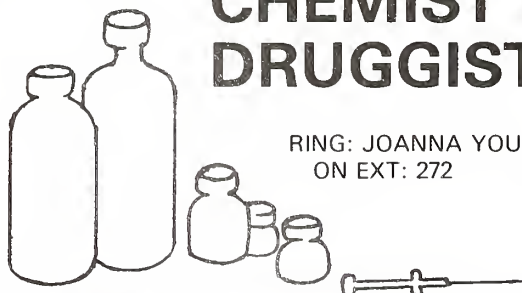
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